



2019/2020 LOUISVILLE VISITOR PROFILE

FINAL REPORT OF FINDINGS

August 2020

Destination  Analysts

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*2019/2020 Louisville Visitor Profile
Final Report of Findings*

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Research Overview

This report presents the final report of findings of a comprehensive visitor profile development study conducted by Destination Analysts, Inc. on behalf of Louisville Tourism. This final report of findings presents the top-line survey data collected between July 2019 – February 2020.

Note, this final report represents three out of the four survey waves planned for this project as data collection concluded in March 2020 due to the onset of COVID-19.

The data presented in this report has been weighted based on the destination's overall visitor mix (provided by Louisville Tourism). The weighting regime used in this study is based on survey respondents' place of stay in order to reflect an accurate segmentation of the overall visitor volume to Louisville.



Above: A Destination Analysts' team member surveying a visitor at the Louisville Slugger Museum.

Research Objectives

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

- Detailed trip characteristics (i.e. tripographic information such as 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 psychographics and demographics

In addition to developing a comprehensive, multi-segment Louisville visitor profile, this research was used to generate insights into visitors who patronize various Louisville attractions.



Above: Images of Louisville courtesy of @gotolouisville Instagram.

Methodology

The research is based on an in-person intercept survey of visitors to Louisville collected at 25 locations and events around the city. To be considered a visitor, respondents had to reside outside the city of Louisville.

Through the duration of this study (July 2019 – February 2020), 1,480* completed surveys were collected from three different groups of visitors:

1. Hotel Guests - Visitors who stayed overnight at a Louisville hotel during their trip.
2. VFRs - Visitors who stayed overnight in the private residence of a friend or family member in Louisville.
3. Day-Trippers - Visitors who did not stay overnight anywhere in Louisville.

**Note: The overall sample size goal for the original period of study from July 2019 – June 2020 prior to the onset of COVID-19 was 2,000 completed surveys.*



Above: A Destination Analysts' team member surveying a visitor at the Old Forester Distillery.

Visitor Intercept Survey Overview

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



Above: A Destination Analysts' team member surveying a visitor at the Kentucky Derby Museum.

- Angel's Envy Distillery
- Belle of Louisville
- Bourbon & Beyond – Sept 20-22, 2019
- Bulleit Frontier Whiskey Experience
- Churchill Downs
- Copper & Kings Distillery
- Evan Williams Bourbon Experience
- Forecastle Event – July 13, 2019
- Fourth Street Live!
- Frazier History Museum
- Jim Beam Urban Stillhouse
- Kentucky Derby Museum
- Kentucky Kingdom
- Kentucky Peerless Distillery
- Kentucky Science Center
- Louisville Mega Cavern
- Louisville Slugger Museum
- Louisville Waterfront Park
- Louisville Zoo
- Michter's Fort Nelson Distillery
- Muhammad Ali Center
- Old Forester Distilling Co.
- Rabbit Hole Distillery
- Speed Art Museum
- Stitzer-Weller

Key Terms in this Report

The following terms are used in the summaries, analysis, charts and/or data tables within this report.

- **Visitors** - Any use of the term “visitors” refers to those who reside outside the city of Louisville who came to Louisville for reasons other than commuting/regular employment
- **2019/2020 Visitors or Visitors** - Visitors who were intercepted and surveyed between July 2019 through February 2020.
- **2015 Visitors** - Visitors who were intercepted and surveyed between January 2015 through December 2015.
- **Hotel Guests** - Visitors who stayed overnight at a Louisville hotel during their trip.
- **Visiting Friends and Relatives/VFRs** - Visitors who stayed overnight in the private residence of a friend or family member in Louisville.
- **Day Trippers** - Visitors who did not stay overnight anywhere in Louisville.
- **First Time Visitors** - Visitors who traveled to Louisville for the first time.
- **Repeat Visitors** - Visitors who traveled to Louisville one or more times.



Above: Images of Louisville courtesy of @gotolouisville Instagram.

Key Terms in this Report (continued)

- **Southern Indiana Visitors** - Louisville visitors who visited Southern Indiana during their trip.
- **Louisville-Centric Visitors** - Louisville visitors who did not visit Southern Indiana during their trip.
- **Bourbon Aficionados** - Visitors who stated that Bourbon Country was important to their decision in taking a trip to Louisville.
- **Food Obsessed Travelers** - Visitors who stated that restaurants and cuisine were important to their decision in taking a trip to Louisville.
- **Family Travelers** - Visitors who had children within their travel group during their Louisville trip.
- **Non-Family Travelers** - Visitors who did not have children within their travel group during their Louisville trip.
- **Affluent Visitors** - Visitors who reported having an annual household income of over \$100,000.
- **Millennials** - Visitors between the age of 21 to 34.
- **Gen Xers** - Visitors between the age of 35 to 54.
- **Baby Boomers and Older** - Visitors age 55 or older.



Above: Images of Louisville courtesy of @gotolouisville Instagram.

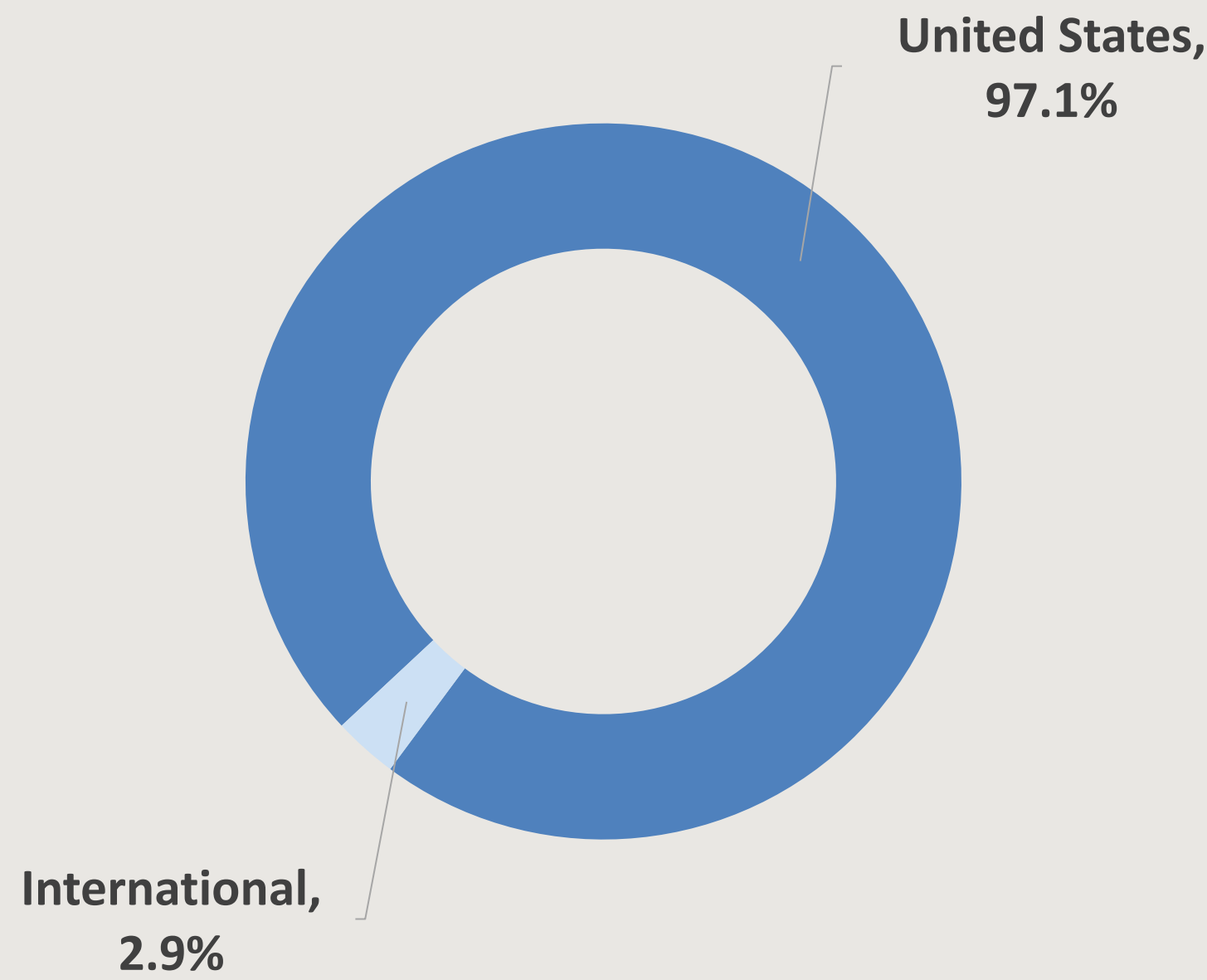


EXECUTIVE SUMMARY

KEY INSIGHTS: VISITOR POINT OF ORIGIN

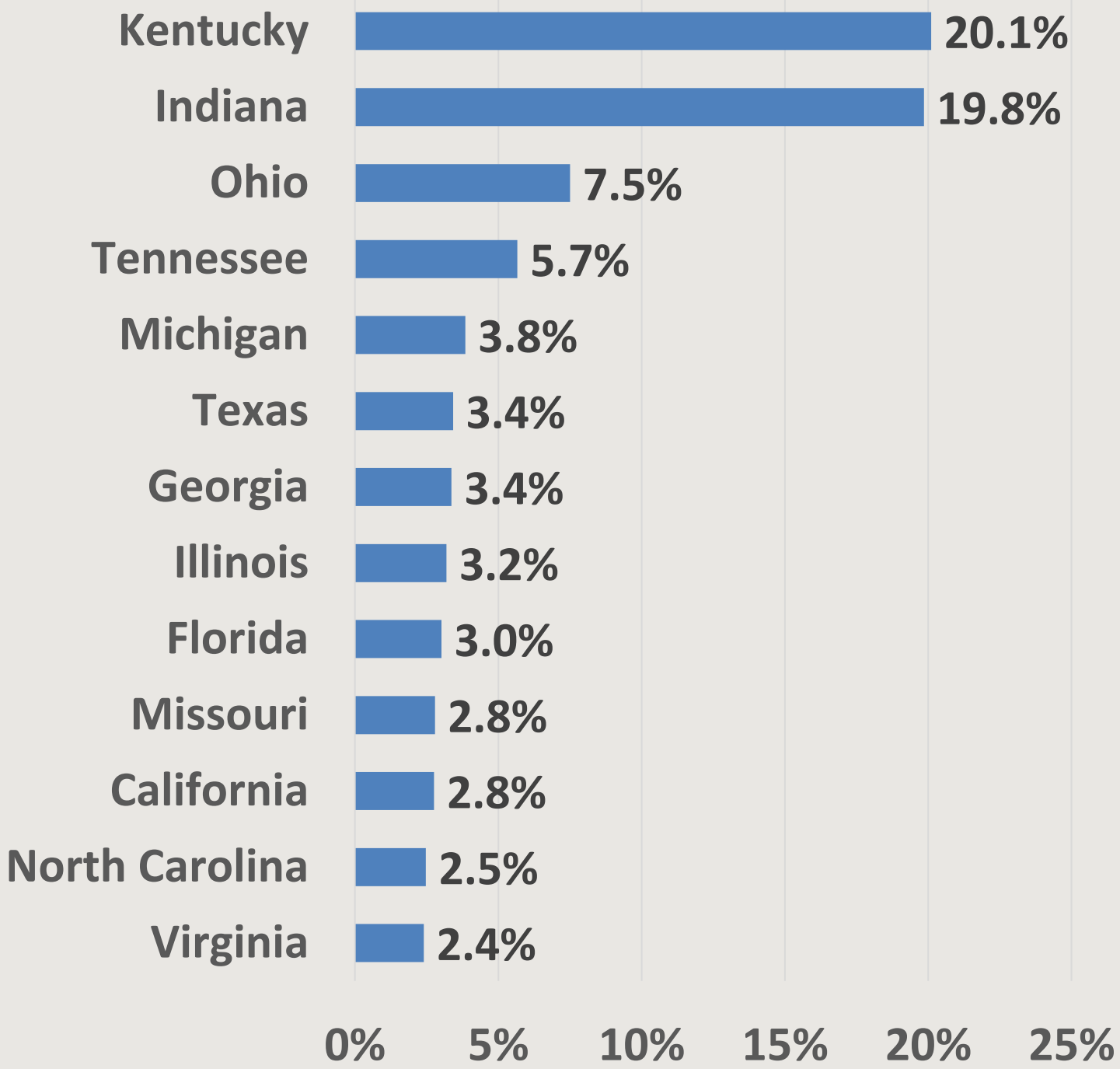
1. A majority of Louisville visitors reside within the United States with the largest share of visitation coming from nearby regional markets. Amongst domestic visitors (97.1%), a majority reside outside the state of Kentucky (79.9%) with top out-of-state visitation from Indianapolis (7.6%), Cincinnati (5.0%), Atlanta (3.8%), Chicago (3.7%), Nashville (3.3%) and Detroit (3.3%). Meanwhile, the top in-state visitor market was Lexington (5.2%).

Country of Residence



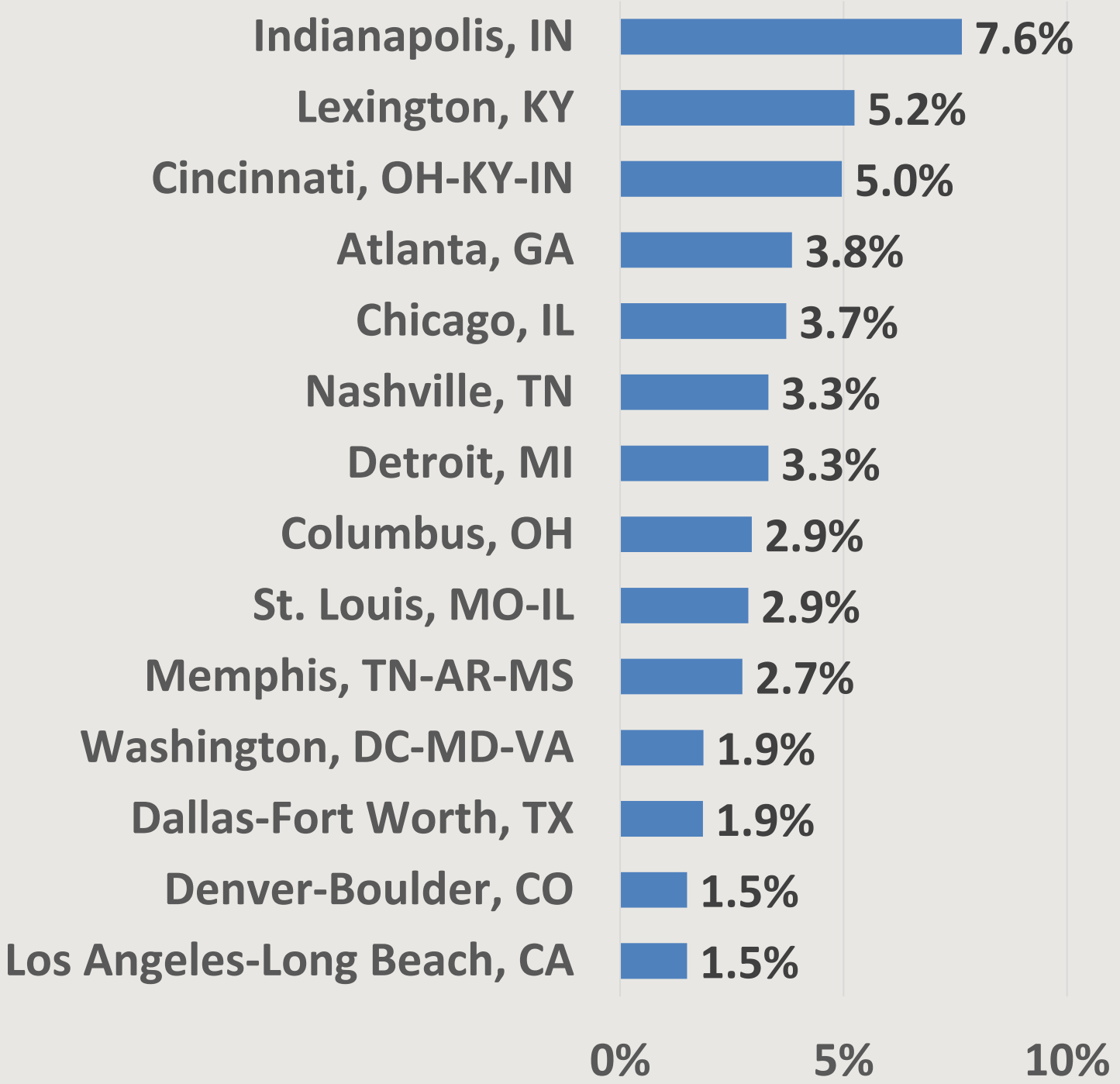
Question: In which country do you reside?
Base: All survey respondents

Top States of Residence



Question: What is your zip/postal code?
Base: All domestic respondents

Top MSAs of Residence



Question: What is your zip/postal code?
Base: All domestic respondents

KEY INSIGHTS: PRIMARY REASON FOR LOUISVILLE TRIP AND PAST VISITATION

2. Visitors came to Louisville primarily for leisure. As in 2015, vacations and weekend getaways were the top reasons visitors traveled to Louisville during the 2019/2020 period of study (38.1% in 2019/2020 vs. 40.2% in 2015).



Question: What is your primary reason for visiting Louisville? (Select one)
Base: All survey respondents

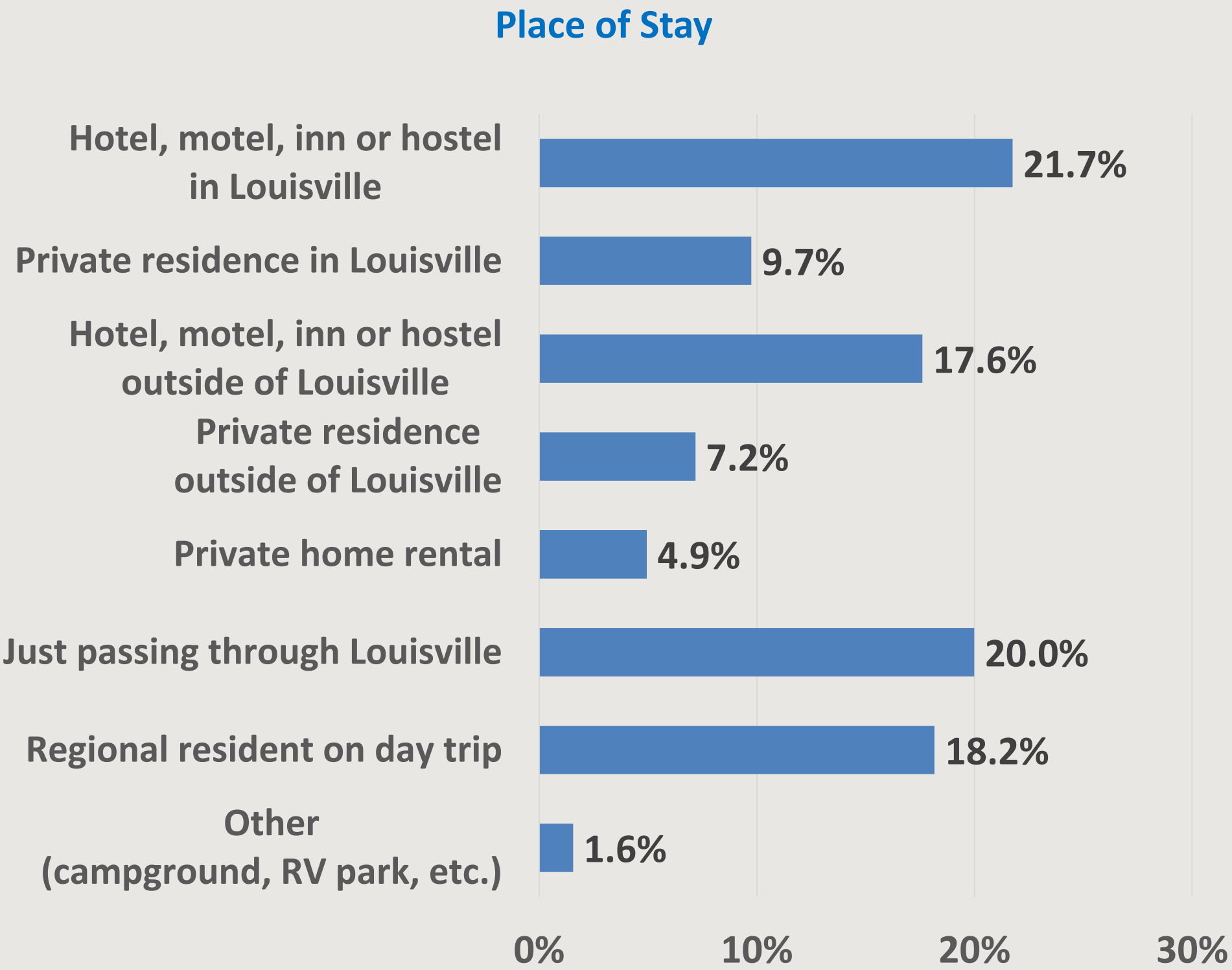
3. A majority of Louisville visitors are repeat visitors to the city. In total, 75.0 percent are returning visitors, while one-quarter are first-time visitors (25.0%). The average Louisville visitor has been to the city 9.3 times (compared to 4.7 in 2015).



Question: Prior to this visit, how many times have you been to Louisville?
Base: All survey respondents

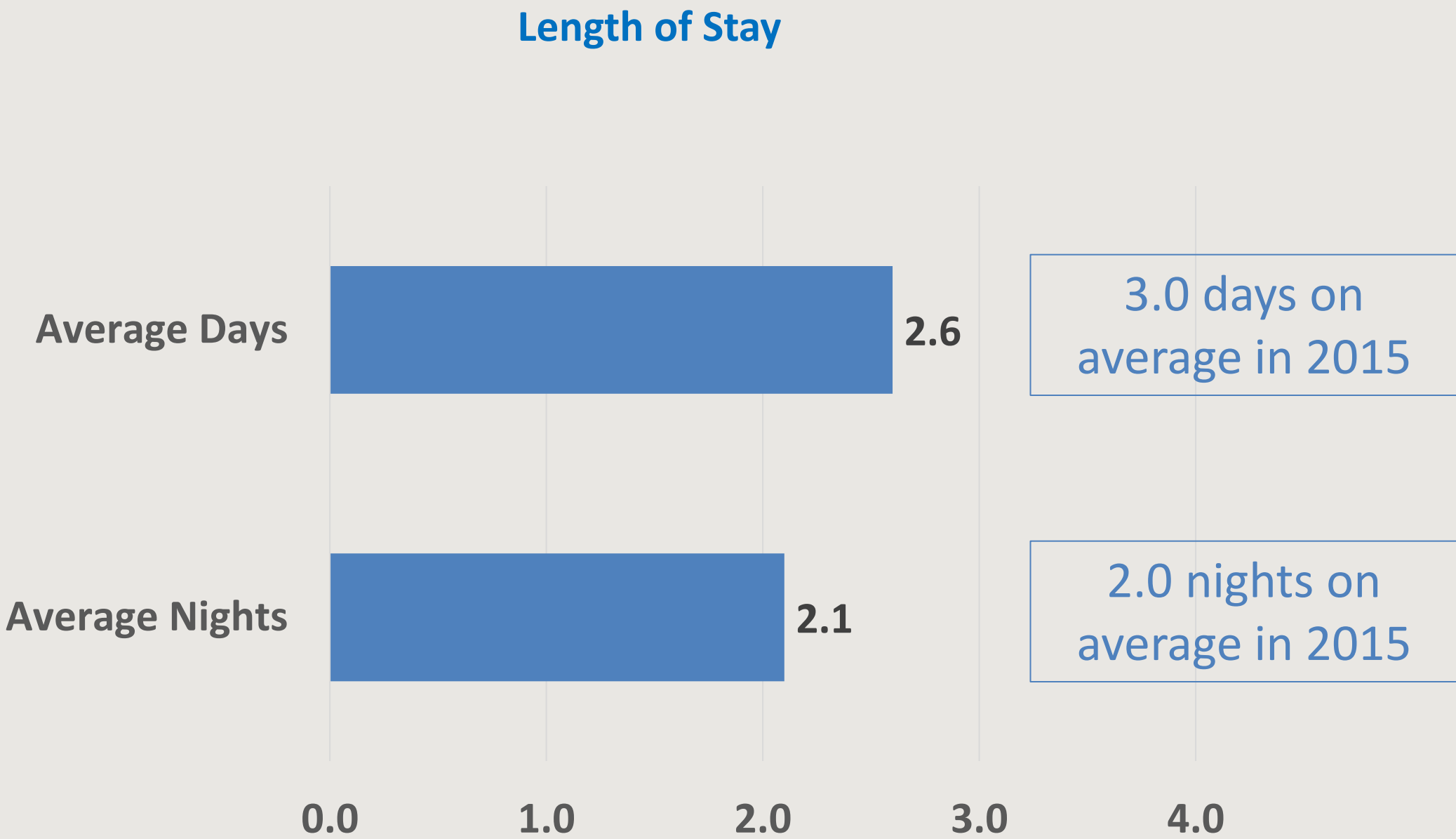
KEY INSIGHTS: PLACE OF STAY AND LENGTH OF STAY

4. Visitors were most likely to stay overnight in a Louisville hotel, motel or inn during their visit. One-in-five visitors surveyed stayed in commercial lodging in Louisville (21.7%), while approximately one-in-ten stayed in the Louisville home of a friend or family member (9.7%).



Question: Where are you staying on this trip to Louisville? (Select all that apply)
Base: All survey respondents

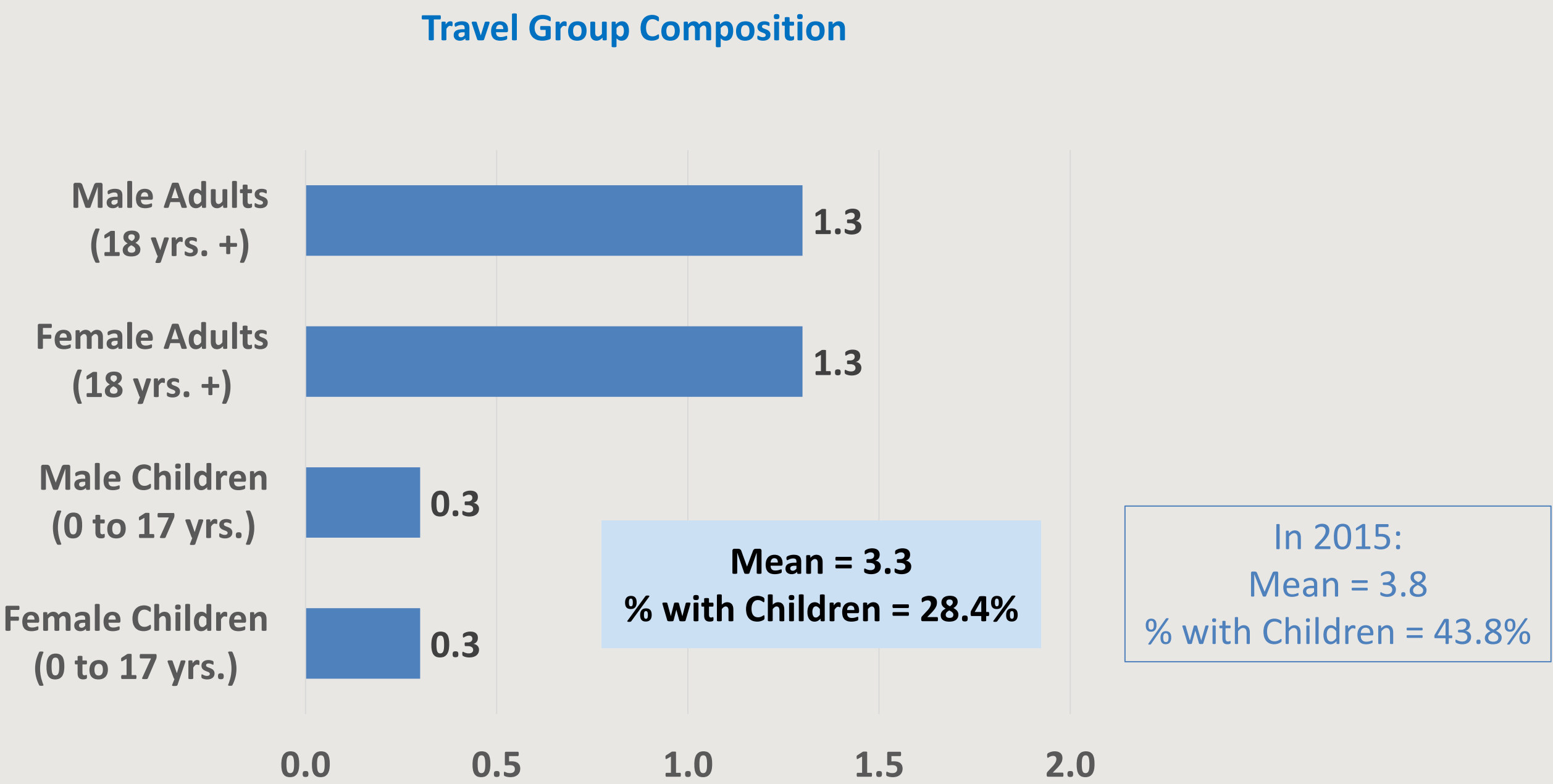
5. Louisville visitors spent an average of 2.6 days and 2.1 nights in the city (compared to 3.0 days and 2.0 nights in 2015). VFRs reported the longest length of stay, at an average of 4.4 days/4.0 nights. Those staying in a Louisville hotel spent an average of 3.3 days/2.8 nights in the destination.



Question: How many days and nights are you staying in Louisville? (Select one)
Base: All survey respondents

KEY INSIGHTS: TRAVEL GROUP COMPOSITION

6. In 2019/2020, the typical travel group to Louisville was comprised of 3.3 persons (compared to 3.8 persons in 2015). The average travel group included 1.3 adult males and 1.3 adult females. About 30 percent of all travel groups visited Louisville with children under the age of 18 (28.4% vs. 43.8% in 2015).



Questions: How many people of each type are in your immediate traveling party, including yourself?
Base: All survey respondents

KEY INSIGHTS: IN-MARKET SPENDING

7. In 2019/2020, travel parties to Louisville spent an average of \$292.69 per trip day in the city (compared to \$281.07 in 2015). Hotel guests spent \$400.57 per travel party per day, including \$145.62 on lodging. Hotel guest visitor spending is up in 2019/2020 compared to 2015, when hotel guest visitors spent \$382.86 per travel party per day.

It is estimated that the average Louisville visitor represents \$106.26 in daily spending in Louisville, based on reported daily travel party spending of \$292.69, which covered an average of 2.8 travelers. This is up relative to 2015, when the average Louisville visitor represented \$83.06 in daily spending in the city.

In-Market Daily Spending, Per Travel Party

	2019/2020	2015
Restaurants (including in your hotel)	\$75.92	\$63.97
Retail store purchases	\$67.43	\$34.28
Entertainment & sightseeing	\$67.41	\$72.85
Hotel/motel/inn (before tax)	\$39.44	\$81.86
Gas, parking and local transportation	\$30.30	\$16.92
Car rental fees	\$10.64	\$6.24
Other	\$1.55	\$4.97
Mean Spending Per Travel Party	\$292.69	\$281.07

In-Market Daily Spending, Per Person

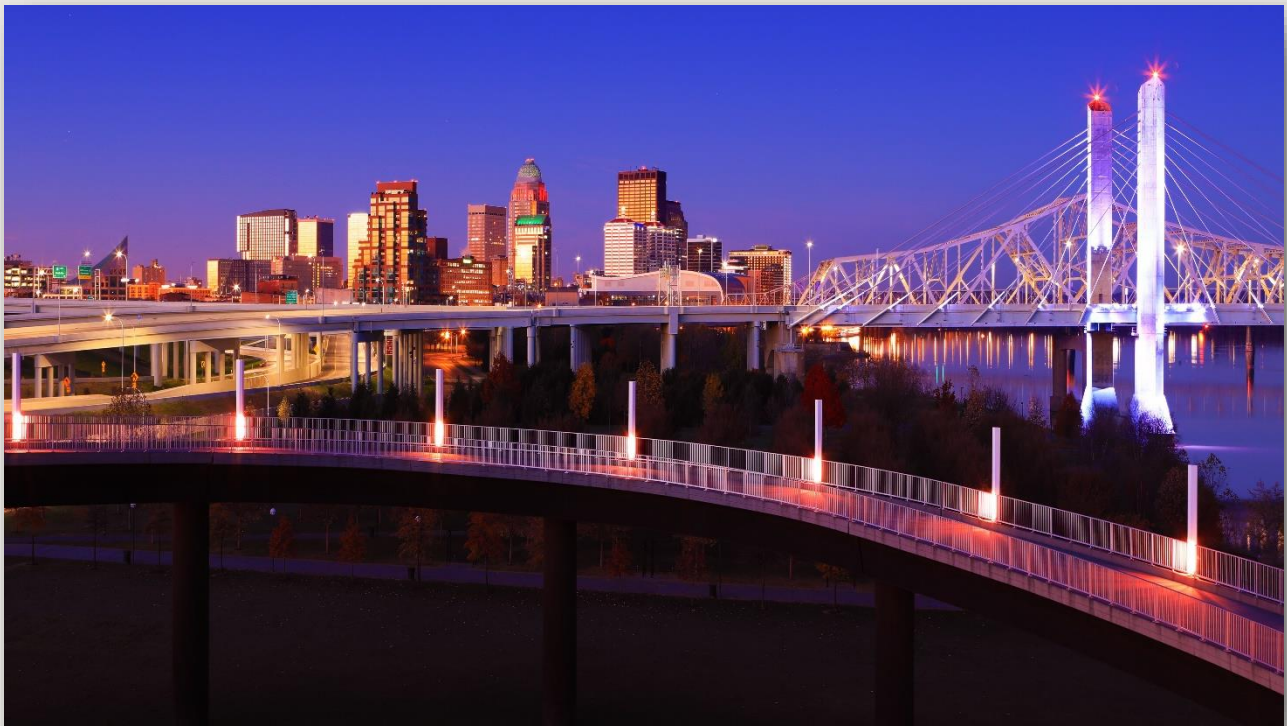
	2019/2020	2015
Restaurants (including in your hotel)	\$27.56	\$18.90
Retail store purchases	\$24.48	\$10.13
Entertainment & sightseeing	\$24.47	\$21.53
Hotel/motel/inn (before tax)	\$14.32	\$24.19
Gas, parking and local transportation	\$11.00	\$5.00
Car rental fees	\$3.86	\$1.84
Other	\$0.56	\$1.47
Mean # of People Covered by Spending	2.8	3.4
Mean Spending Per Person	\$106.26	\$83.06

Questions: PER DAY, approximately how much will you spend on each of the following while in Louisville?
Base: All survey respondents

KEY INSIGHTS: IMPORTANT DESTINATION ATTRIBUTES MOTIVATING VISITATION

8. Bourbon Country and Louisville’s culinary scene were the most important factors to visitors in making the decision to visit the city. Amongst the attributes and motivators tested, Louisville’s Bourbon Country (30.9%) and restaurants and cuisine (29.8%) were most selected as important to the destination decision, each reported by approximately 30 percent of visitors. Other top factors driving visitors to the city include friends or family in the area (28.0%), museums (27.8%) and area attractions (27.0%).

Compared to 2015, nearly all destination attributes tested increased in importance in driving visitation to Louisville in 2019/2020, with Bourbon Country, restaurants and cuisine, friends or family in the area and museums rating considerably higher now compared to four years ago.



Important Factors Motivating Visitation

	2019/2020	2015
Bourbon Country	30.9%	9.5%
Restaurants and cuisine	29.8%	16.9%
Friends or family in the area	28.0%	17.2%
Museums	27.8%	21.8%
Area attractions	27.0%	24.5%
Louisville is family-friendly	18.1%	10.1%
Special event(s) and/or festival(s)	17.5%	15.0%
Shopping opportunities	14.3%	5.1%
Overall ambiance and atmosphere	14.1%	8.2%
Scenic beauty	11.8%	6.8%
Weather	10.8%	5.9%
Louisville’s historical attributes	9.9%	4.6%
Social and ethnic diversity	7.7%	2.2%

Questions: Which of these were IMPORTANT to your decision to take this trip to Louisville? (Select all that apply)

Base: All survey respondents

PROFILE SUMMARY OF LOUISVILLE VISITORS



2019/2020 LOUISVILLE VISITOR PROFILE

Demographics



Female – **57.4%**
Male – **39.3%**



Mean Age – **42.9**



Single – **27.2%**
Married/Partnered – **66.8%**



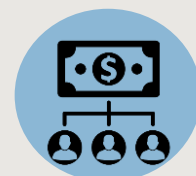
Has Children Under 18 – **26.2%**



Caucasian – **73.7%**
Black, African-American – **10.6%**
Asian, Pacific Islander – **4.3%**
Latino/Hispanic – **3.6%**
Other – **2.3%**

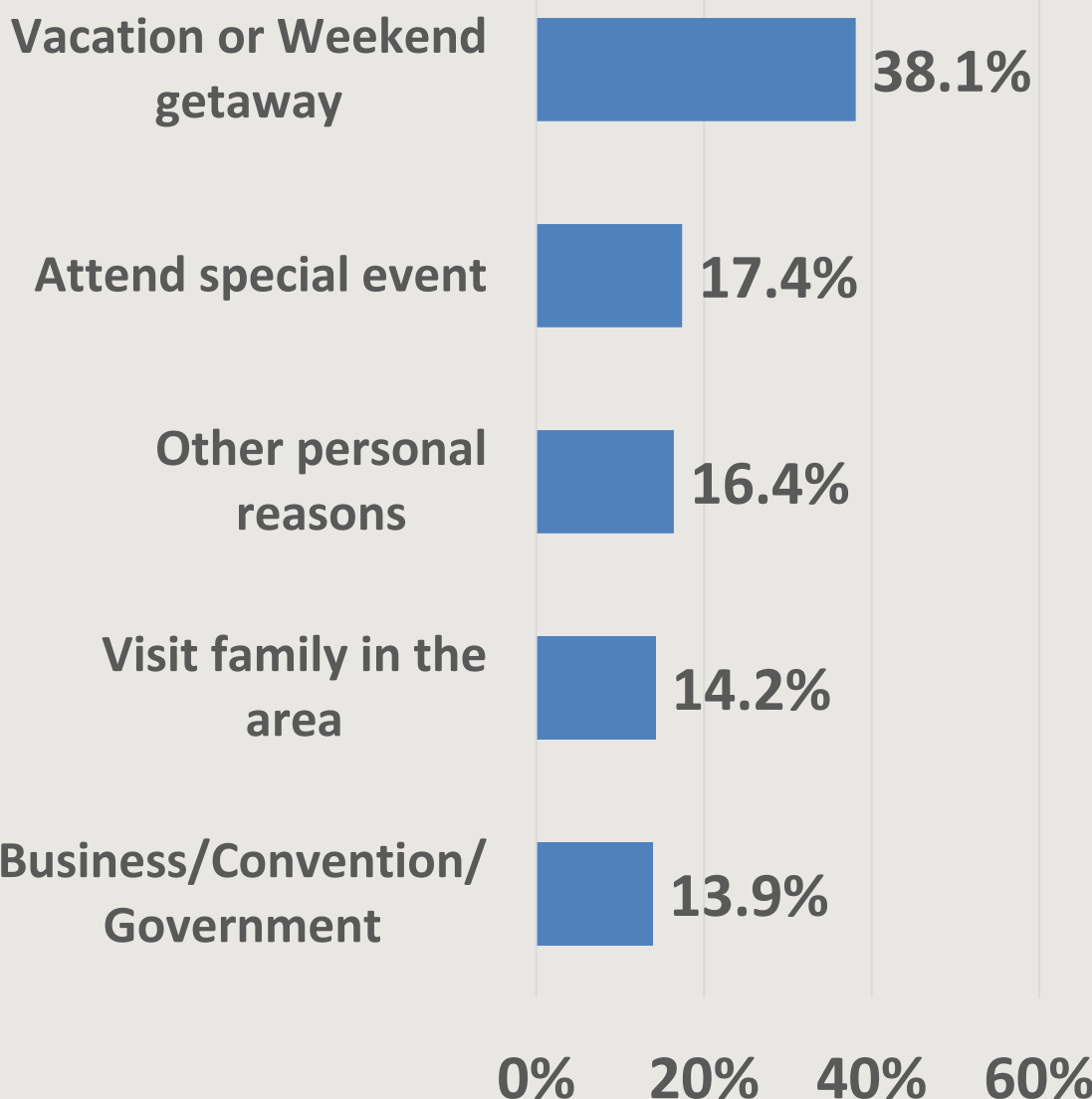


LGBTQ – **4.8%**



Mean Annual Household Income – **\$90,915**

Top Reasons for Visiting



Past Visitation



Key Trip Details



The average visitor spent **2.6 days and 2.1 nights** in Louisville



On average, visitors spent **\$292.69** in-market, per travel party, per day



The average visiting travel group consisted of **3.3 people** and **28.4 percent** of travel groups had children

Domestic vs. International Visitor



Top Activities



Museums 51.9%



Dining in Restaurants 51.7%



Bourbon Tastings 43.9%



Distillery Tours 39.1%



Shopping 32.1%



Visit a State or Local Park 17.0%



Other Festivals/Special Events 16.1%



Guided Tours 9.7%



Urban Bourbon Trail 9.0%



Cultural Attractions 8.5%



PROFILE SUMMARIES OF KEY VISITOR SEGMENTS

HOTEL GUEST VISITOR

Survey respondents who stayed overnight in a hotel in Louisville during their trip.

790 completed surveys.

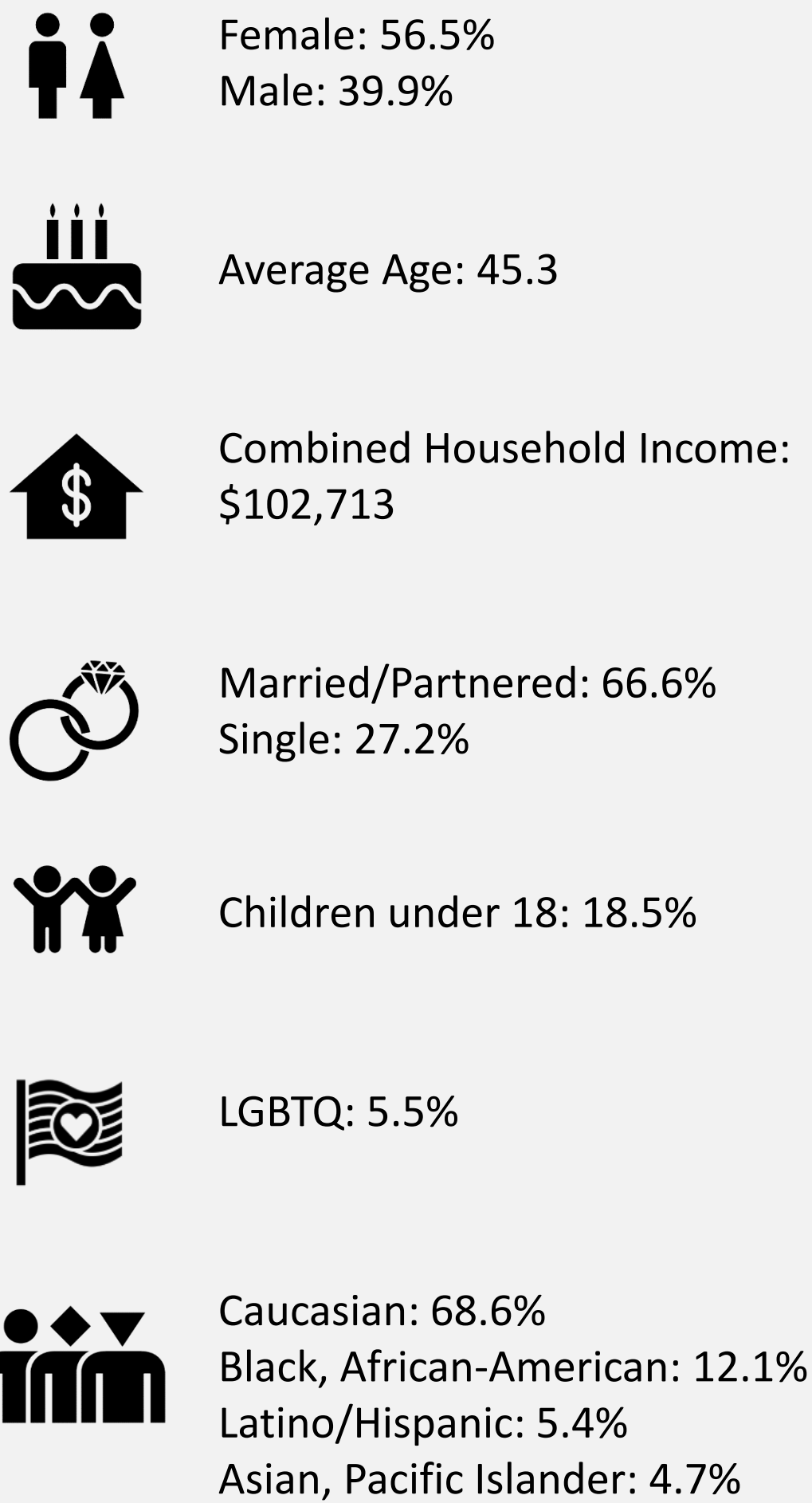
The summary at right describes the key characteristics of Louisville Hotel Guests, including how this segment compares to Day Trip Visitors and VFRs.

KEY CHARACTERISTICS

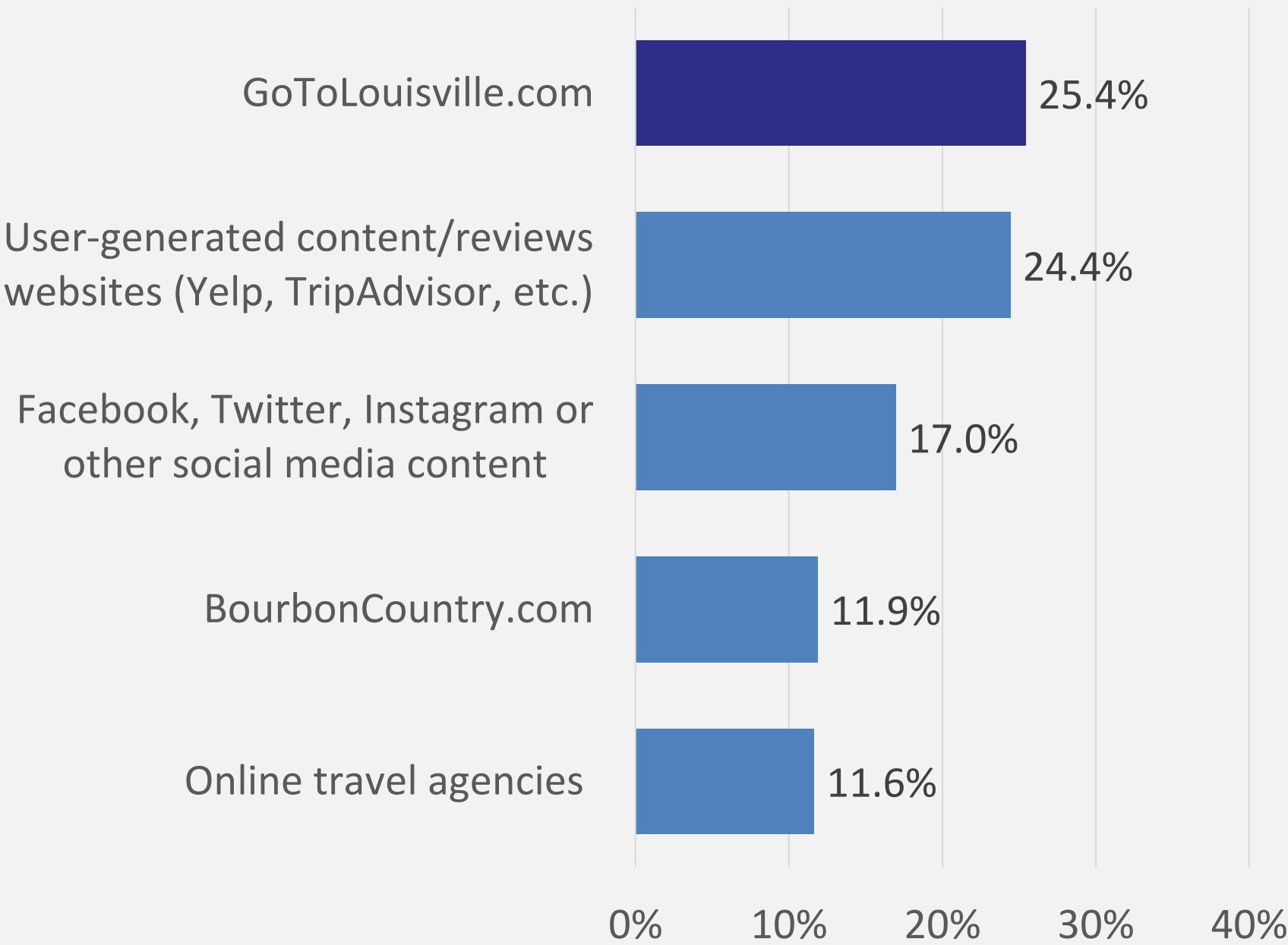
- On average, Hotel Guests are 45.3 years old (slightly older than Day Trip and VFRs visitors) and affluent, with an average household income of \$102,713 (higher than both Day Trippers and VFRs). Two-thirds are married or partnered (66.6%) and 18.5 percent have children under the age of 18 (lower than both Day Trippers and VFRs).
- Hotel Guests were more likely to use GoToLouisville.com as a planning resource prior to their arrival in Louisville (25.4% vs. 20.0% for Day Trippers and 18.2% for VFRs).
- Compared to VFRs and Day Trippers, a larger proportion of Hotel Guests were first-time visitors to Louisville (37.8%) and thus have taken fewer trips to the city (3.6 visits on average).
- Hotel Guests are more likely to have gone bourbon tasting, visited museums and taken a distillery tour during their Louisville trip than the city's VFRs and Day Trippers.
- Hotel Guest travel party spending per day was considerably higher compared to VFR and Day Trippers at \$401. Of this daily travel party spending, \$146 was on hotel accommodations.

HOTEL GUEST VISITOR *Who they are*

DEMOGRAPHICS:



Resources Used to Plan Trip Before Arrival

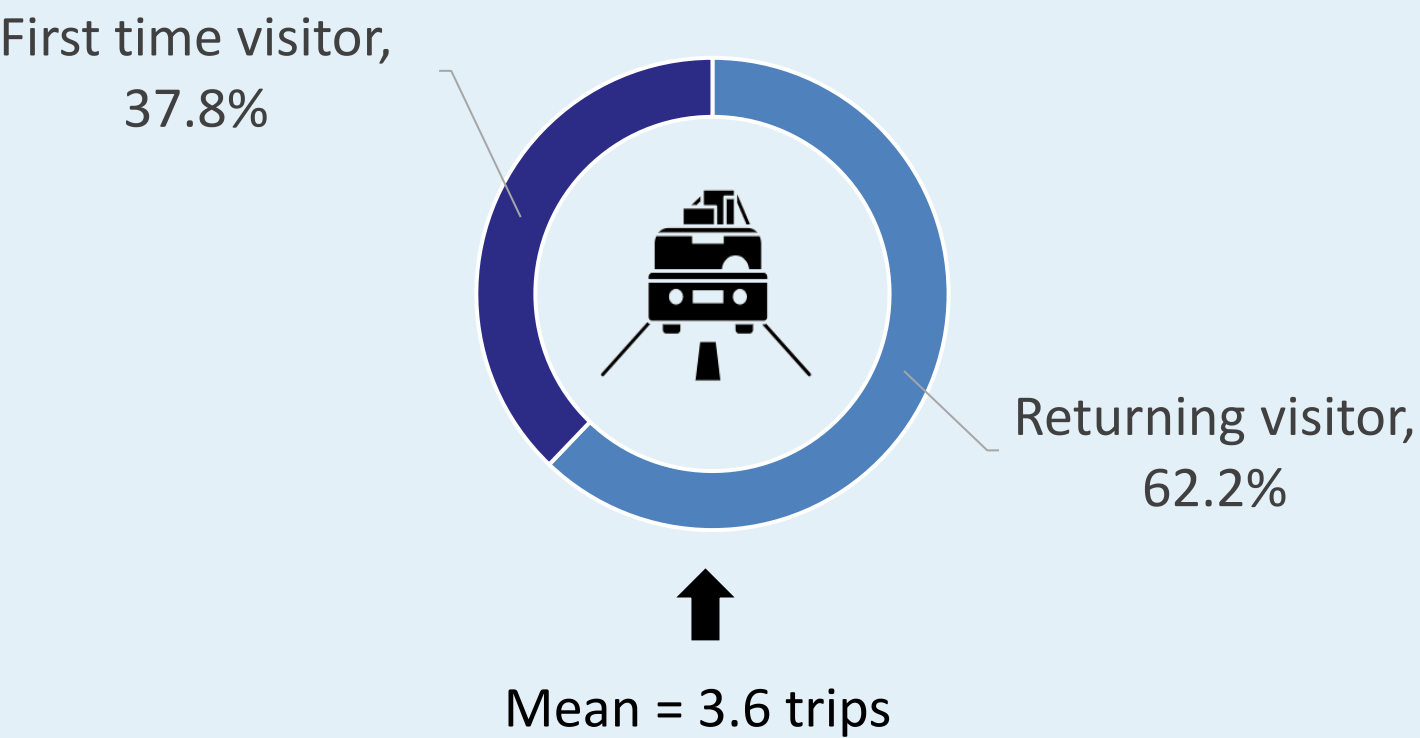


Top Markets of Origin

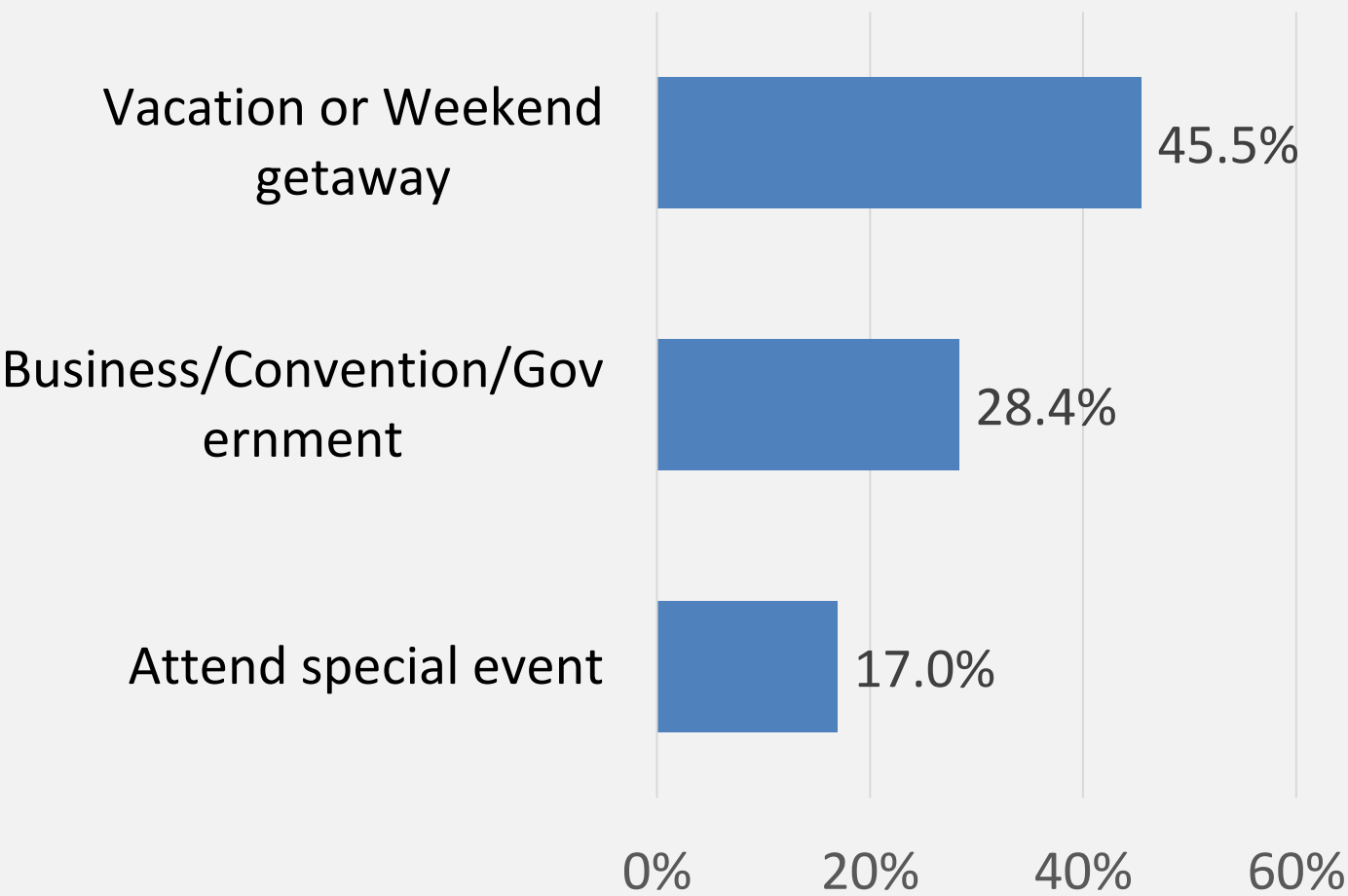


Chicago, IL	5.9%
Cincinnati, OH-KY-IN	4.5%
Indianapolis, IN	4.0%

Past Visitation to Louisville



Top Reasons for Visiting

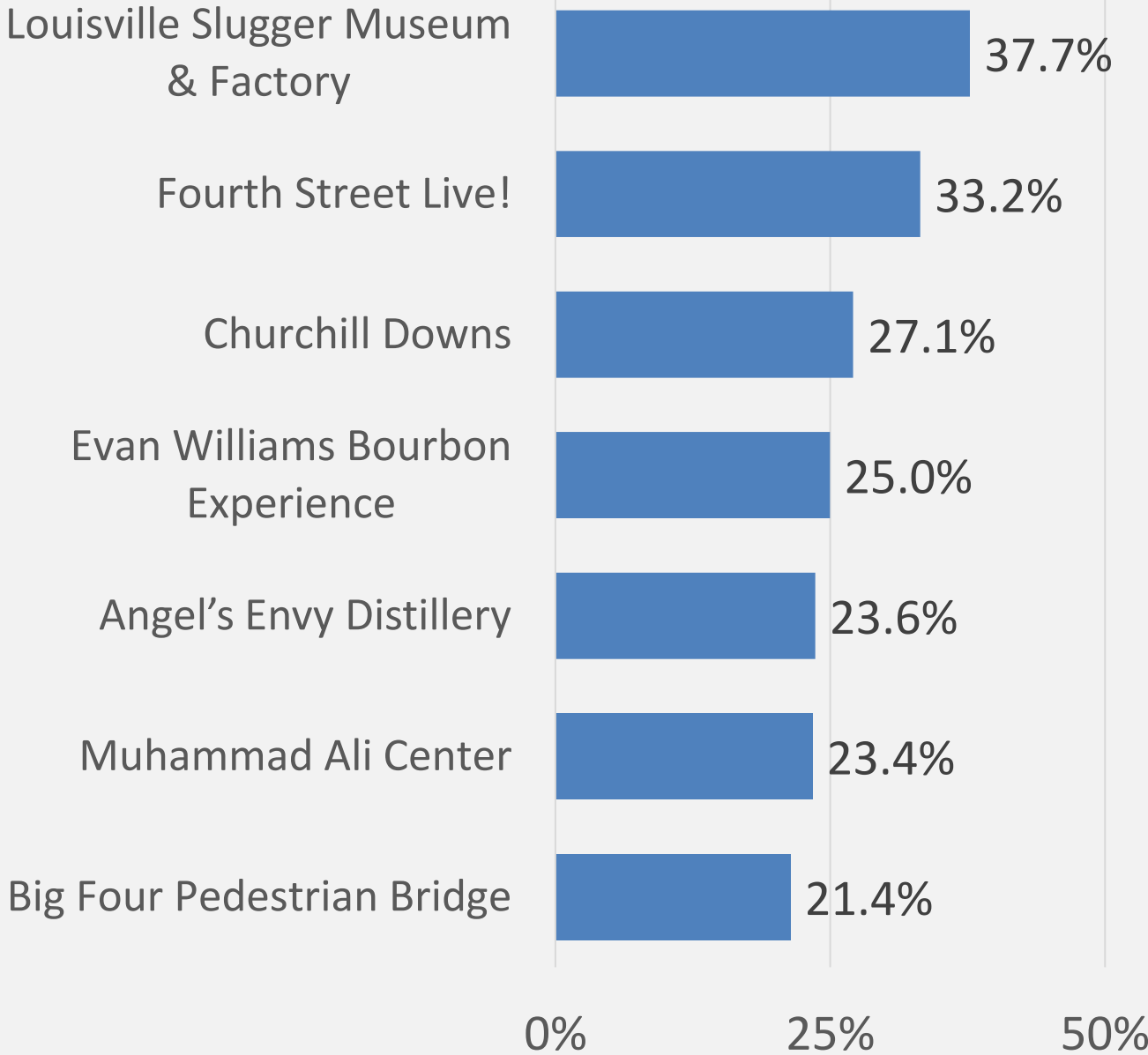


HOTEL GUEST VISITOR *Louisville Trip Details*

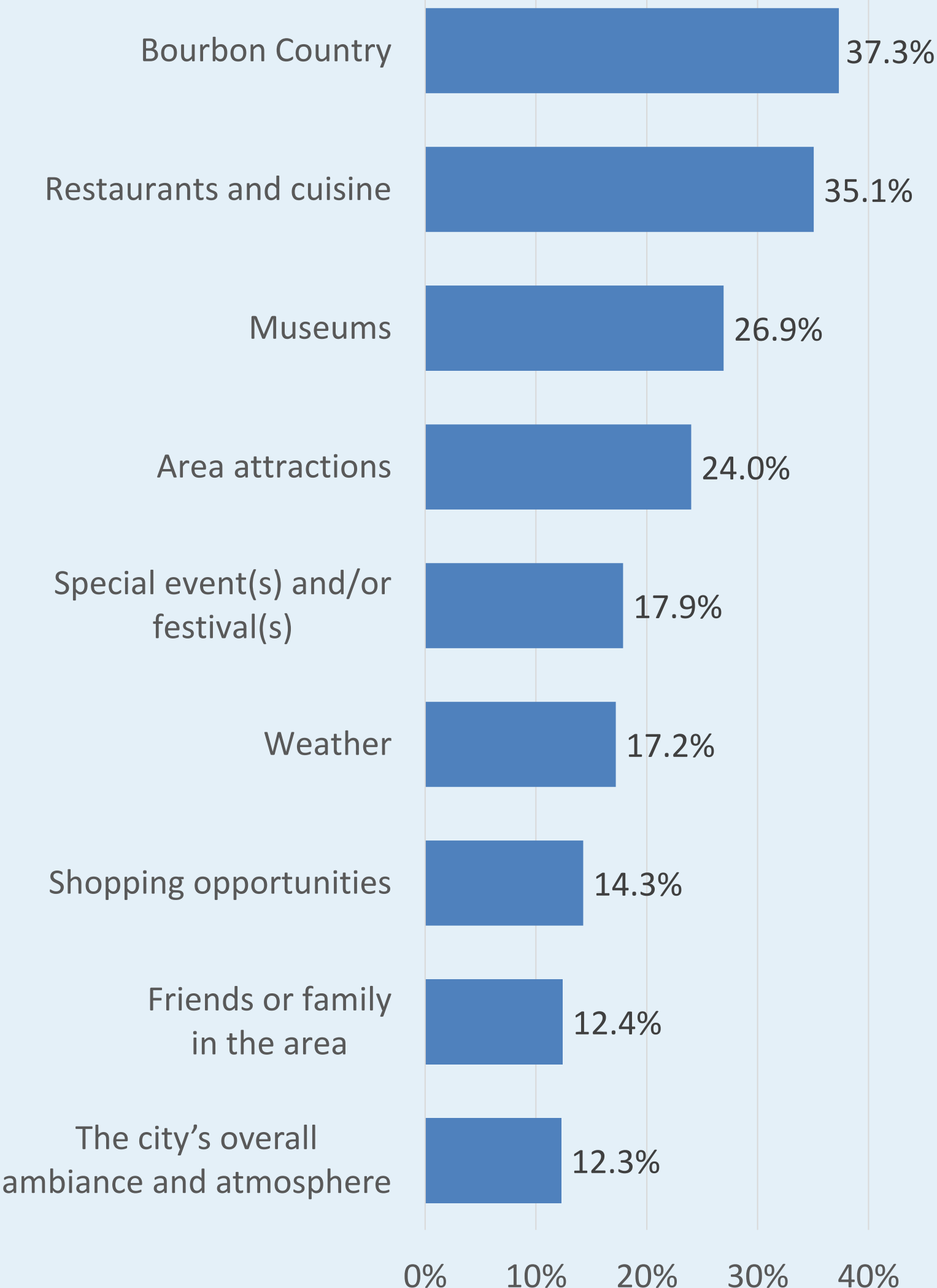
Top Activities



Top Attractions



Factors Important to Decision to Visit

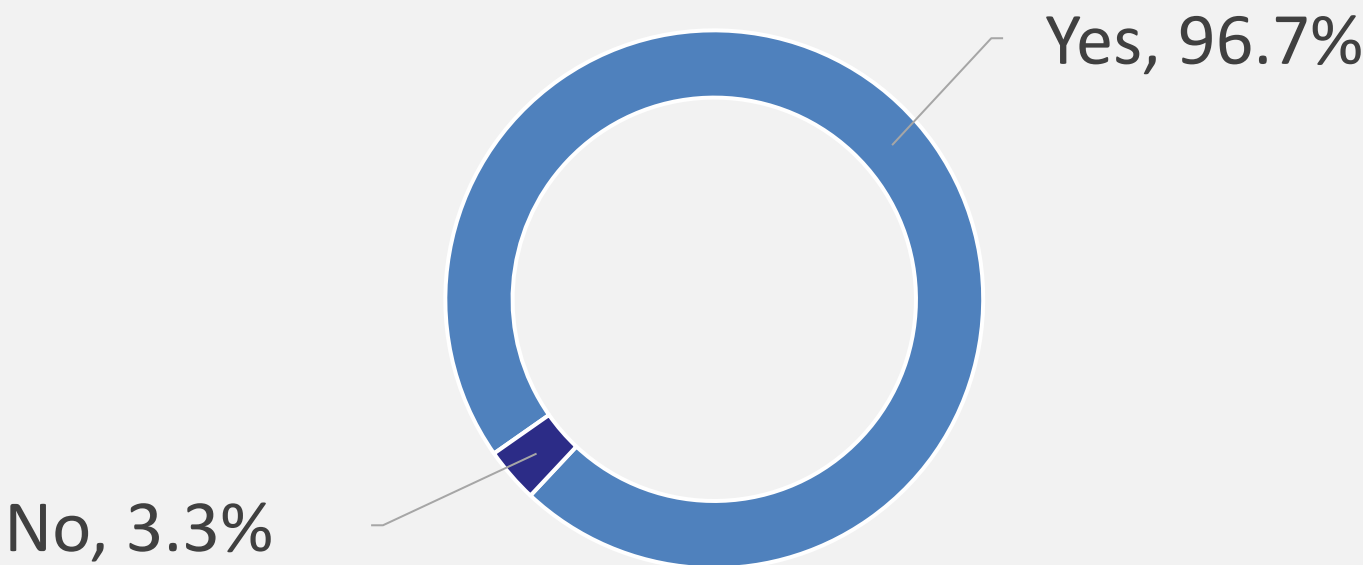


HOTEL GUEST VISITOR *Louisville Trip Details*

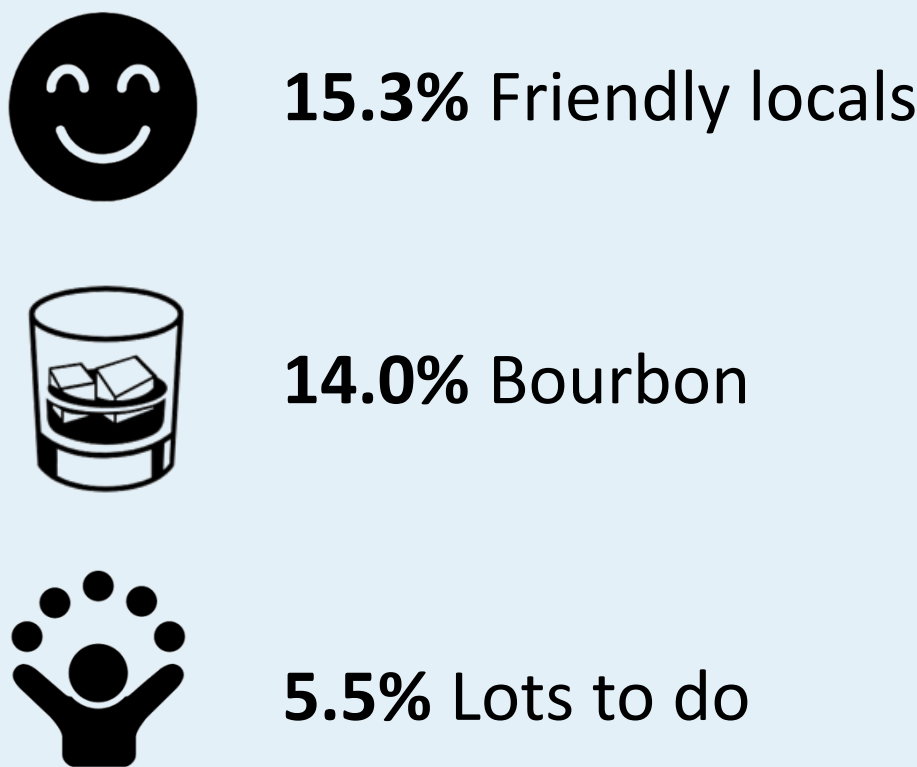
Spending Per Day



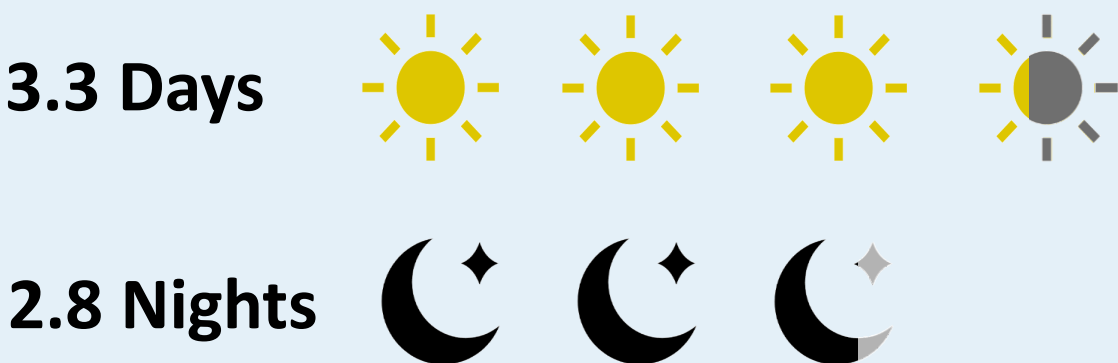
Would Return to Louisville



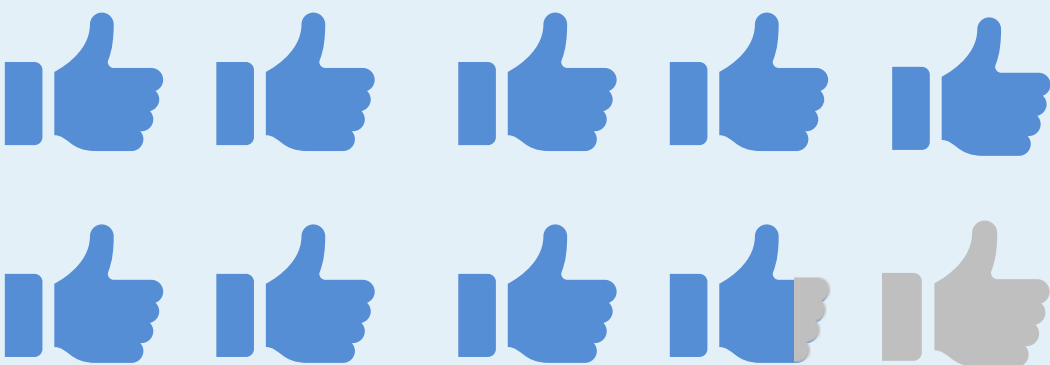
Most Liked Aspects of Louisville



Days and Nights Spent in Louisville

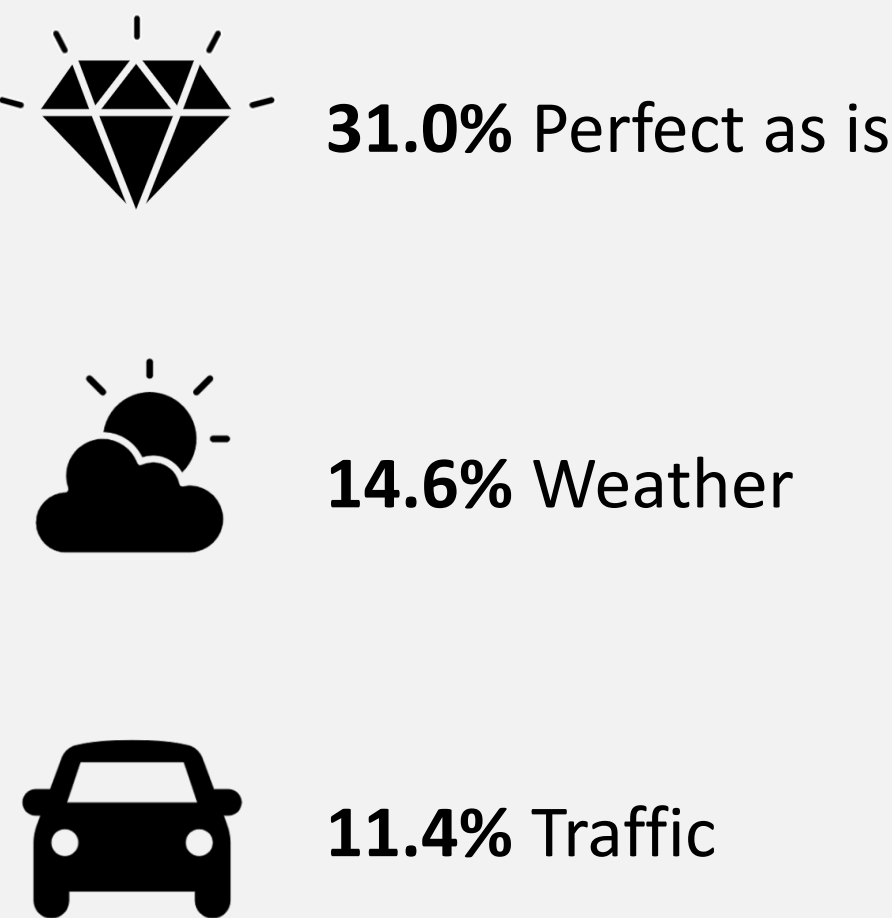


Likelihood to Recommend Louisville Attractions

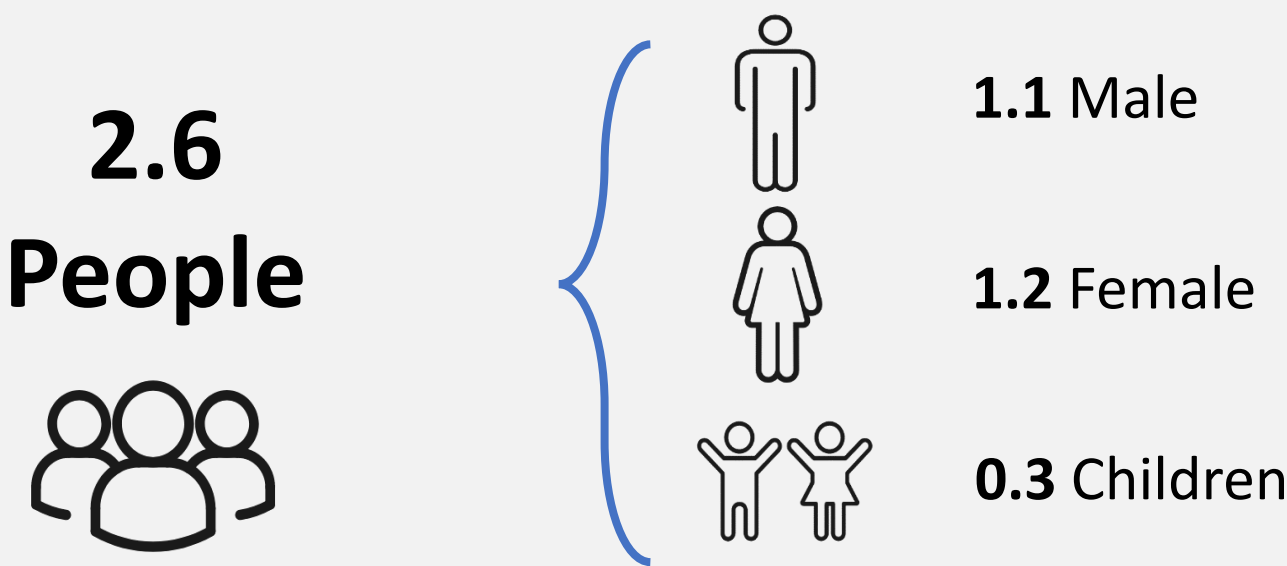


On average, visitors were likely to recommend the specific Louisville attraction where they were surveyed at an **8.7 out of 10**

Least Liked Aspects of Louisville



Travel Group Composition





VISITING FRIENDS AND RELATIVES (VFRs)

**Survey respondents who stayed overnight in the
private residence of a friend or family
member in Louisville.**

146 completed surveys.

The summary at right describes the key characteristics of Visiting Friends and Family (VFRs) including how this segment compares to Hotel Guests and Day Trip Visitors.

KEY CHARACTERISTICS

- On average, Louisville's VFR visitors are 41.1 years old (younger than both Hotel Guests and Day Trip visitors) with an average household income of \$82,471. 60.6 percent are married or partnered and 29.7 percent have children under the age of 18 (vs. 18.5% of Hotel Guests who have children under 18).
- While they were less likely to use GoToLouisville.com as a planning resource prior to arrival (20.0%) than Hotel Guests (25.4%), they were more inclined to use social media to plan their Louisville trip (41.0%).
- They are the likeliest segment to be repeat visitors (86.2%) compared to Day Trippers and Hotel Guests (79.1% vs 62.2%) and average 8.7 past visits to Louisville.
- Their top trip activities include dining in restaurants, visiting museums and shopping, with shopping much more common for VFRs than for Hotel Guests and Day Trippers.
- Fourth Street Live!, Big Four Pedestrian Bridge and Churchill Downs were the top attractions visited, all of which were visited at a higher rate compared to Hotel Guests and Day Trippers.
- Their average daily travel party spending was \$301.

VISITING FRIENDS AND RELATIVES *Who they are*

DEMOGRAPHICS:



Female: 54.1%
Male: 44.5%



Average Age: 41.1



Combined Household Income:
\$82,471



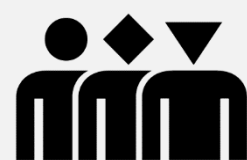
Married/Partnered: 60.6%
Single: 33.8%



Children under 18: 29.7%



LGBTQ: 10.1%



Caucasian: 60.5%
Black, African-American: 26.9%
Latino/Hispanic: 2.1%
Asian, Pacific Islander: 1.4%

Resources Used to Plan Trip Before Arrival

Facebook, Twitter, Instagram or
other social media content

41.0%

GoToLouisville.com

20.0%

User-generated content/reviews
websites (Yelp, TripAdvisor, etc.)

19.2%

BourbonCountry.com

11.0%

0%

25%

50%

Top Markets of Origin



Indianapolis, IN

7.9%

Atlanta, GA

4.5%

Washington, DC-MD-VA

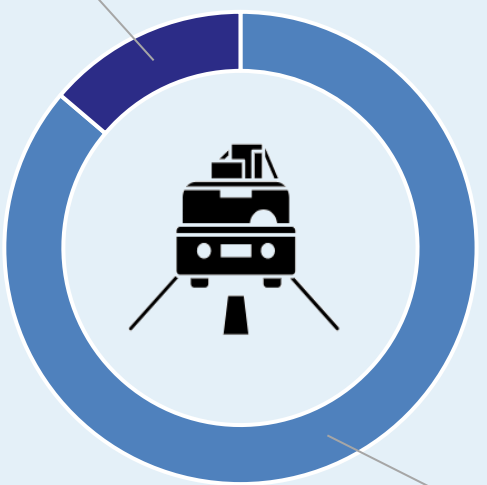
4.5%

Dallas-Fort Worth, TX

4.5%

Past Visitation to Louisville

First time visitor,
13.8%



Returning visitor,
86.2%

Mean = 8.7 trips

Top Reasons for Visiting

Visit family in the area

49.9%

Vacation or Weekend
getaway

32.7%

Other personal reasons

9.0%

0%

20%

40%

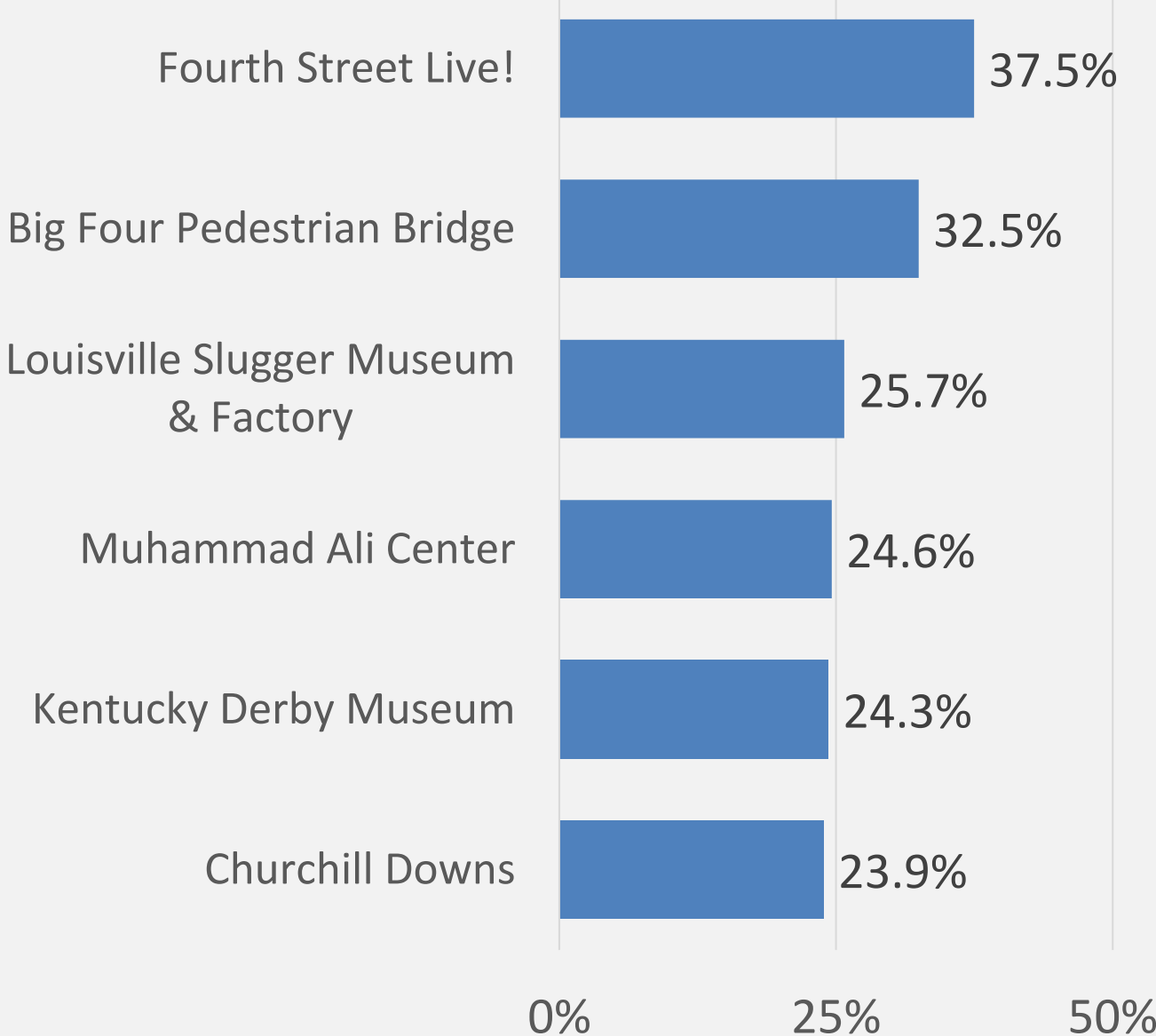
60%

VISITING FRIENDS AND RELATIVES *Louisville Trip Details*

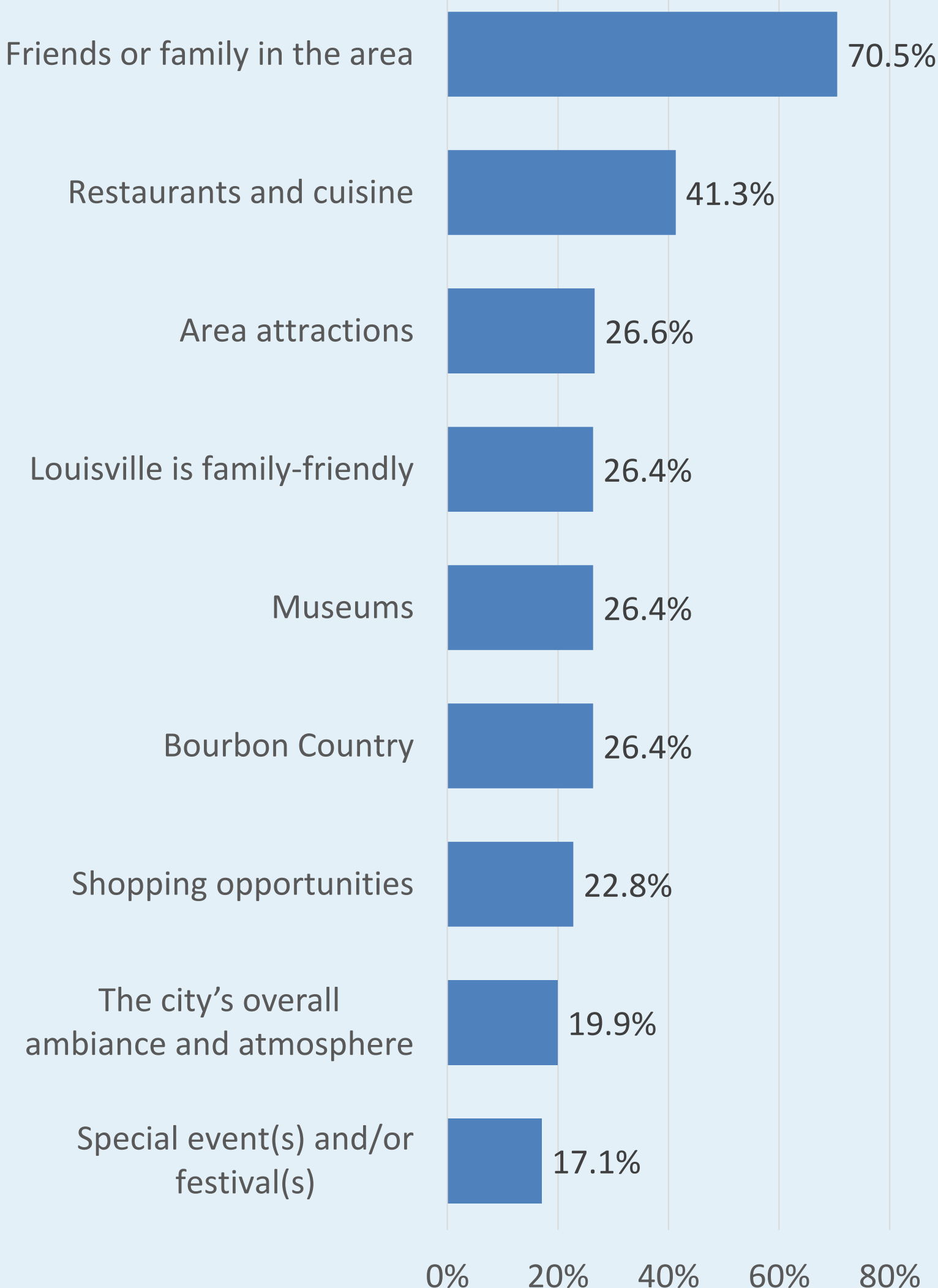
Top Activities



Top Attractions



Factors Important to Decision to Visit



VISITING FRIENDS AND RELATIVES *Louisville Trip Details*

Spending Per Day



Total Spending **\$301.23**



2.6 people covered by spending



\$117.38 spending per person

Days and Nights Spent in Louisville

4.4 Days

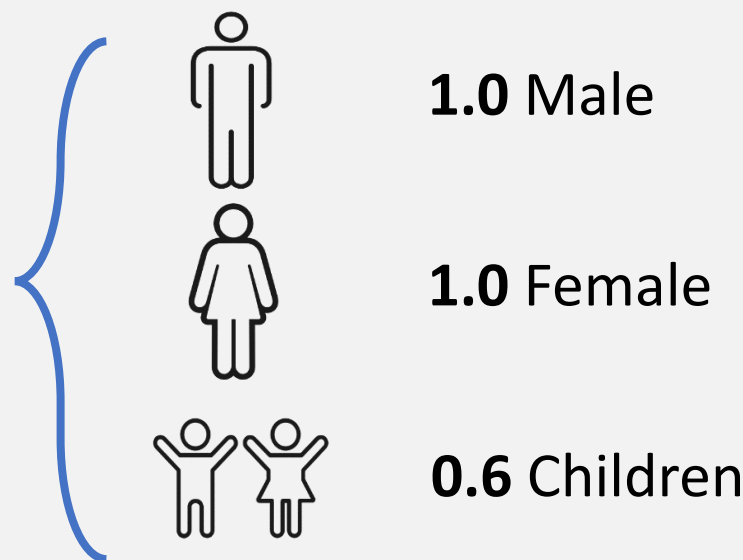
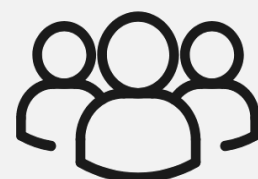


4.0 Nights

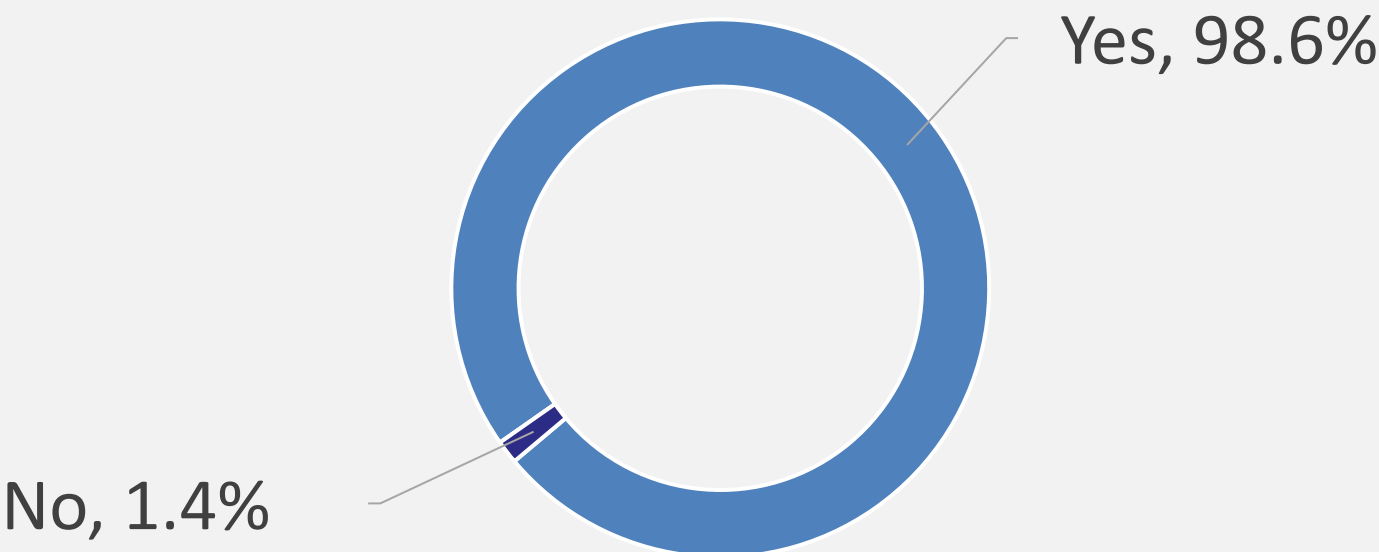


Travel Group Composition

2.6
People



Would Return to Louisville



Most Liked Aspects of Louisville



19.0% Family-friendly



12.7% Friendly locals



5.9% Dining

Likelihood to Recommend Louisville Attractions



On average, visitors were likely to recommend the specific Louisville attraction where they were surveyed at an **9.0 out of 10**

Least Liked Aspects of Louisville



27.2% Perfect as is



19.7% Traffic



9.3% Weather



DAY TRIPPERS

**Survey respondents who did not
stay overnight in Louisville during their trip.**

356 completed surveys.

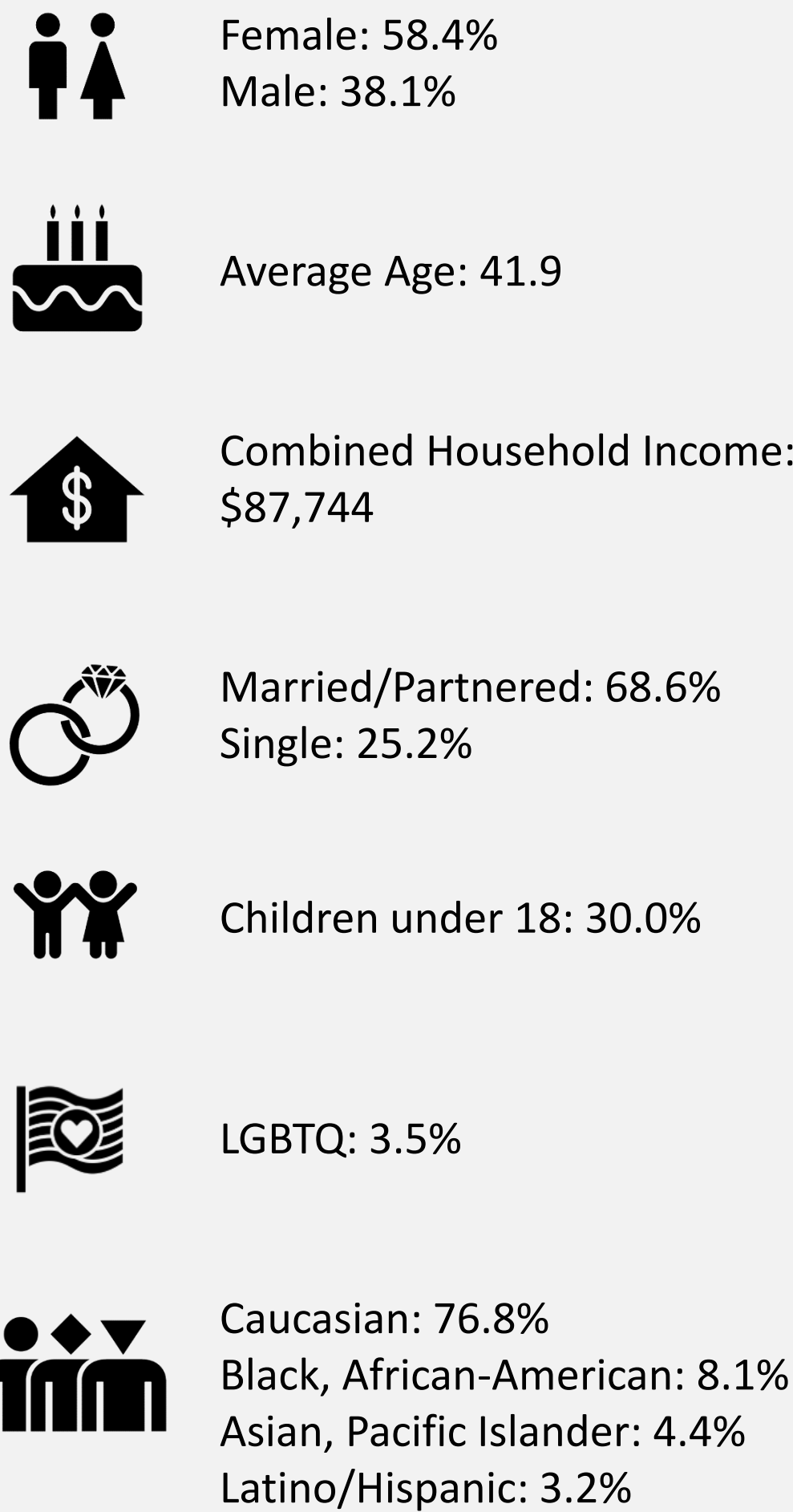
The summary at right describes the key characteristics of Day Trippers, including how this segment compares of Louisville Hotel Guests and those visiting friends and relatives (VFRs).

KEY CHARACTERISTICS

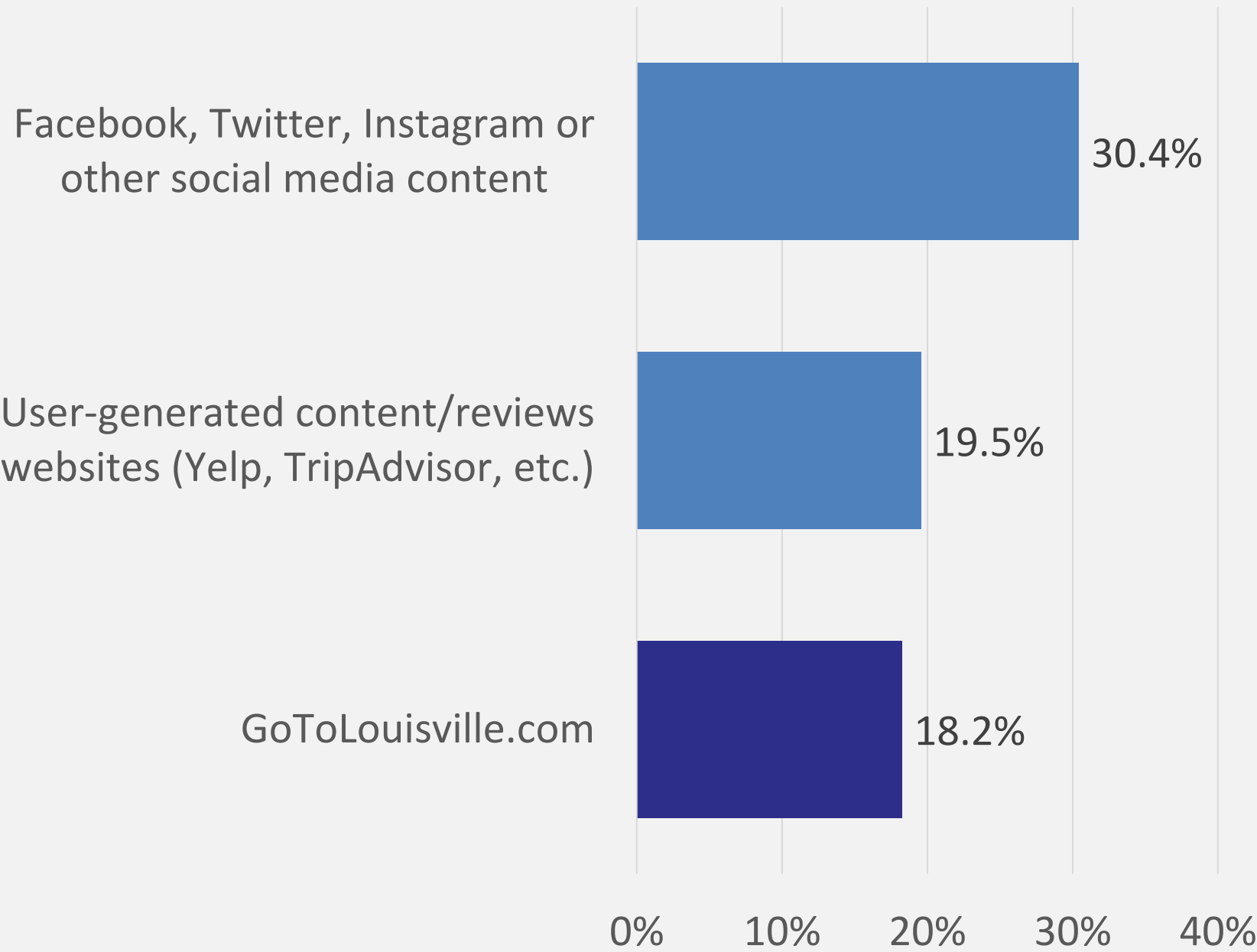
- On average, Day Trippers to Louisville are 41.9 years old (slightly younger than Hotel Guests) with an average household income of \$87,744 (higher than VFRs at \$82,471). Over two-thirds are married or partnered (68.6%) and 30.0 percent have children under the age of 18.
- Similar to VFRs, Day Trippers were less likely to use GoToLouisville.com as a planning resource (18.2%) than Hotel Guests but were more inclined to use social media (30.4%) and user-generated content (19.5%) to plan their trip to the city.
- Day Trippers were more likely to be returning visitors compared to Hotel Guests (79.1% vs. 62.2%) and average 12.1 past visits.
- The top activities Day Trippers engaged in during their Louisville trip were visiting museums, dining in restaurants and bourbon tasting.
- At least one-in-five visited the Kentucky Science Center and Louisville Zoo, both at a higher incidence than Hotel Guests and VFRs.
- Day Trippers spent the least per travel party, with daily spending estimated at \$243.

DAY TRIPPERS *Who they are*

DEMOGRAPHICS:



Resources Used to Plan Trip Before Arrival

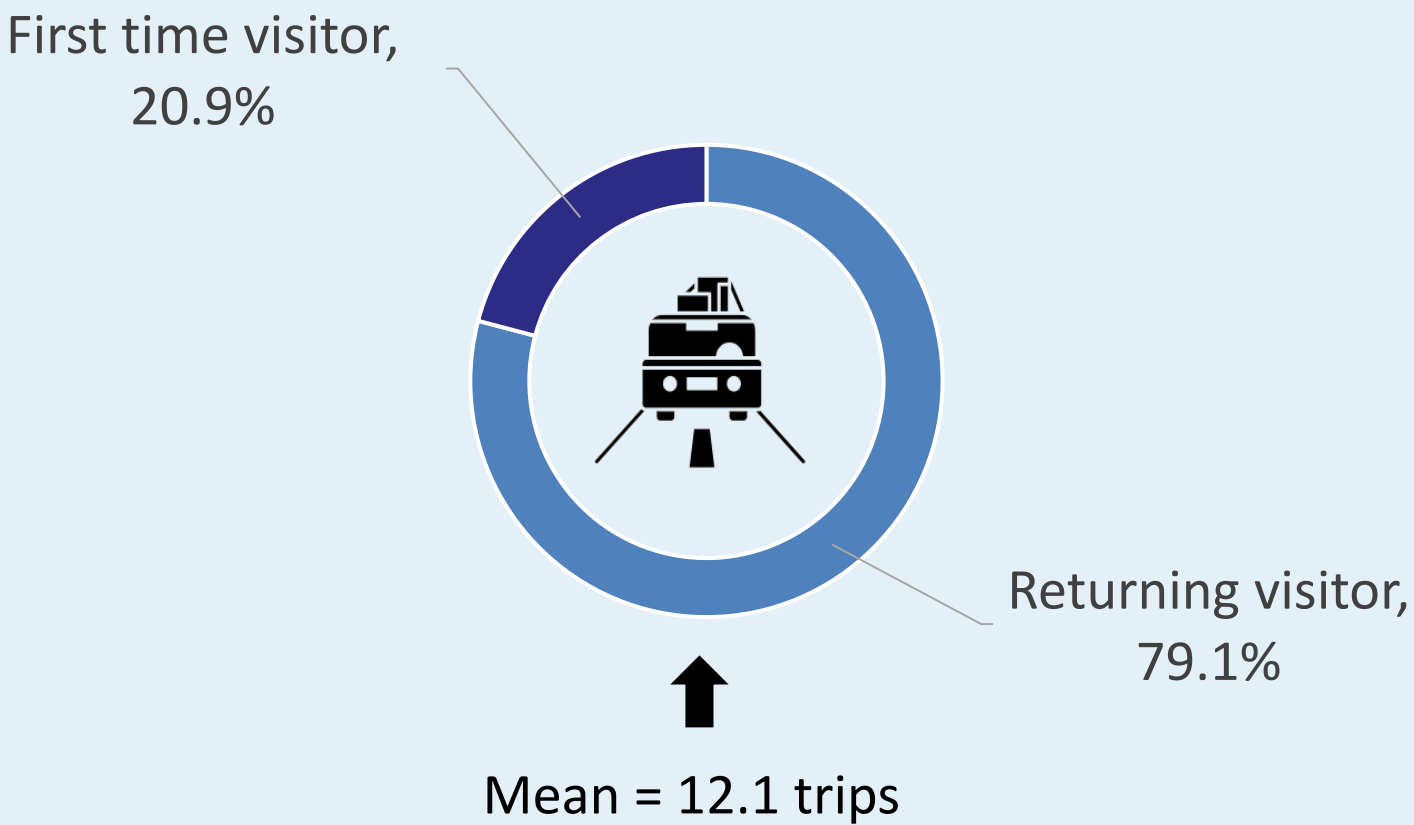


Top Markets of Origin

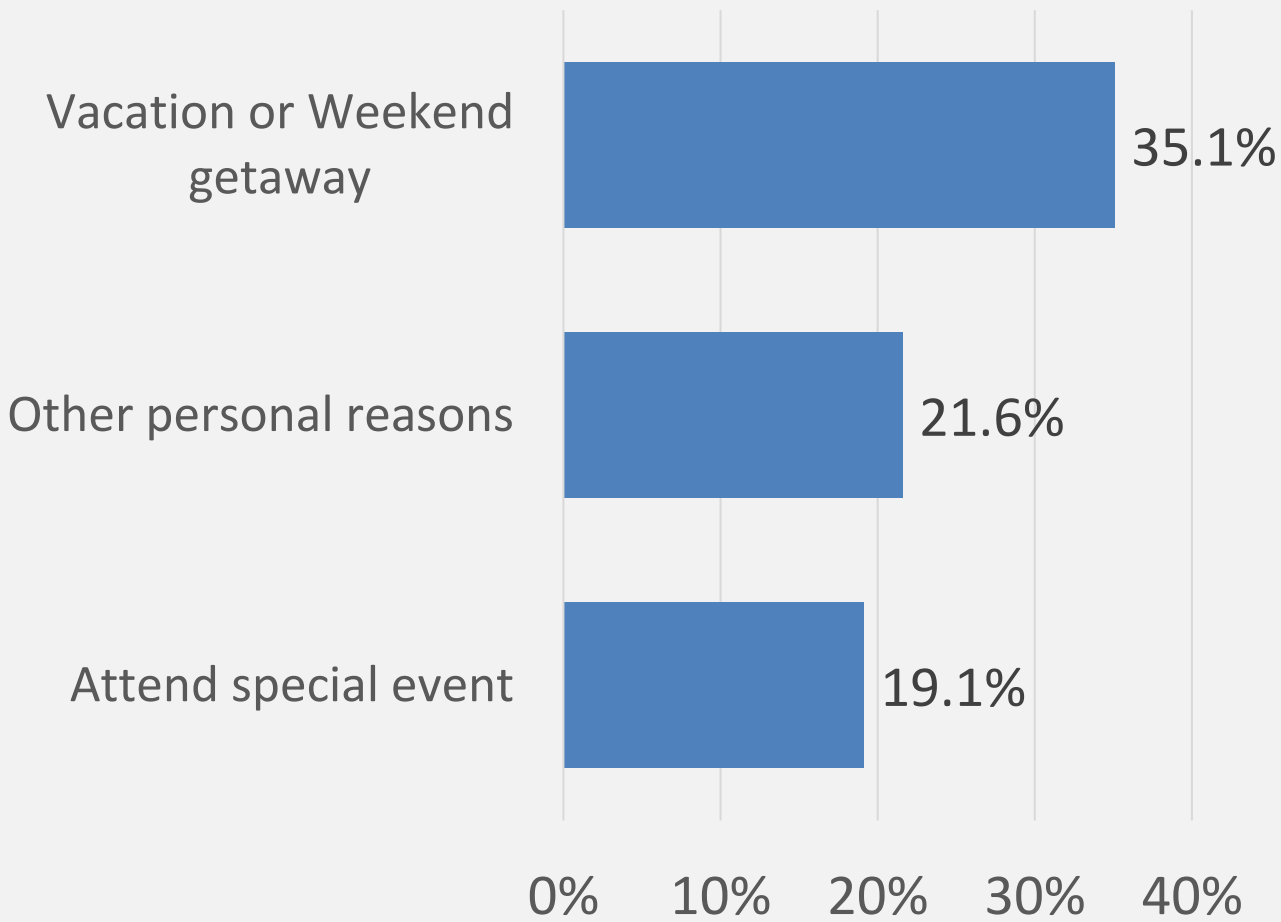


Indianapolis, IN	9.8%
Lexington, KY	6.9%
Cincinnati, OH-KY-IN	5.8%

Past Visitation to Louisville

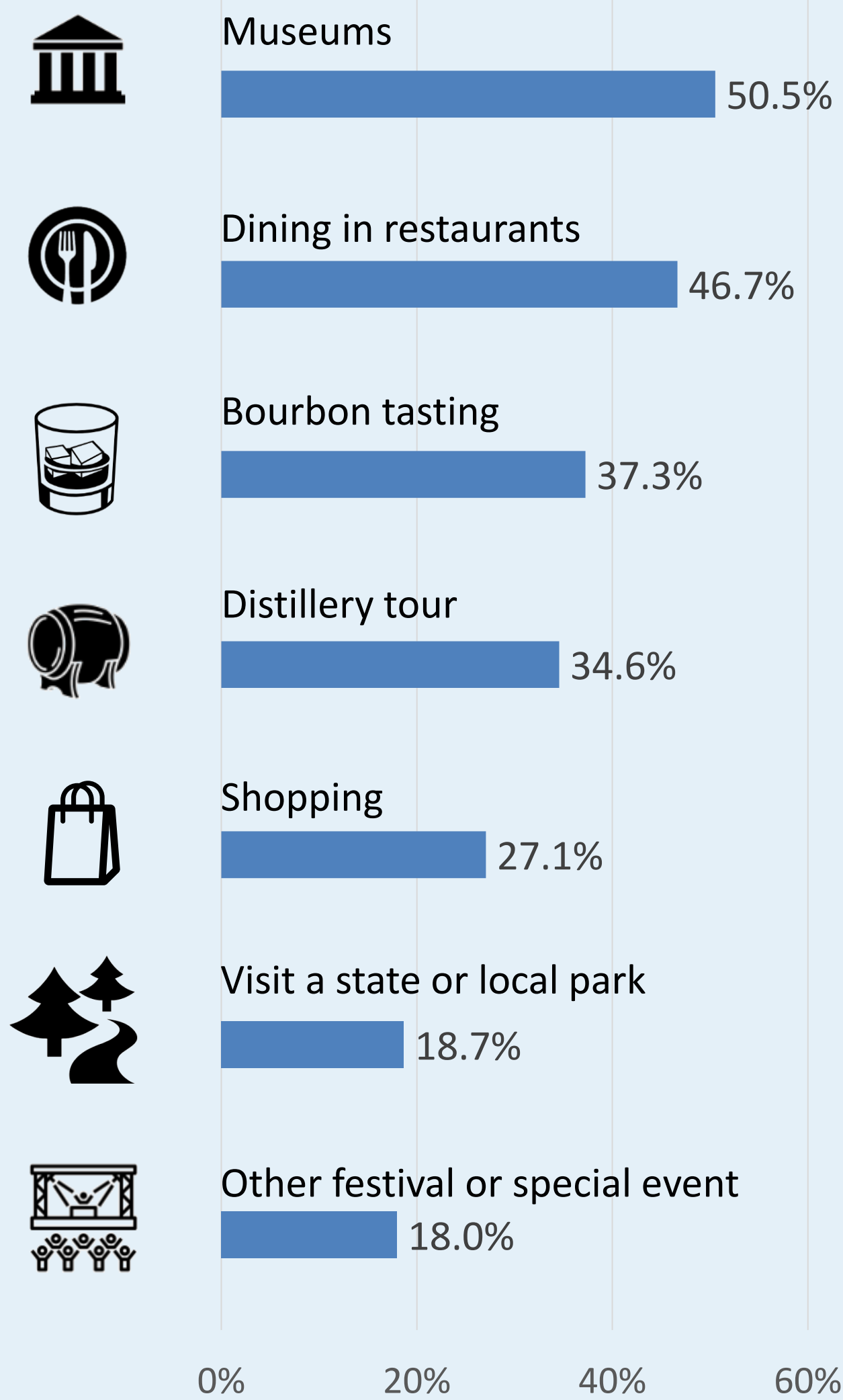


Top Reasons for Visiting

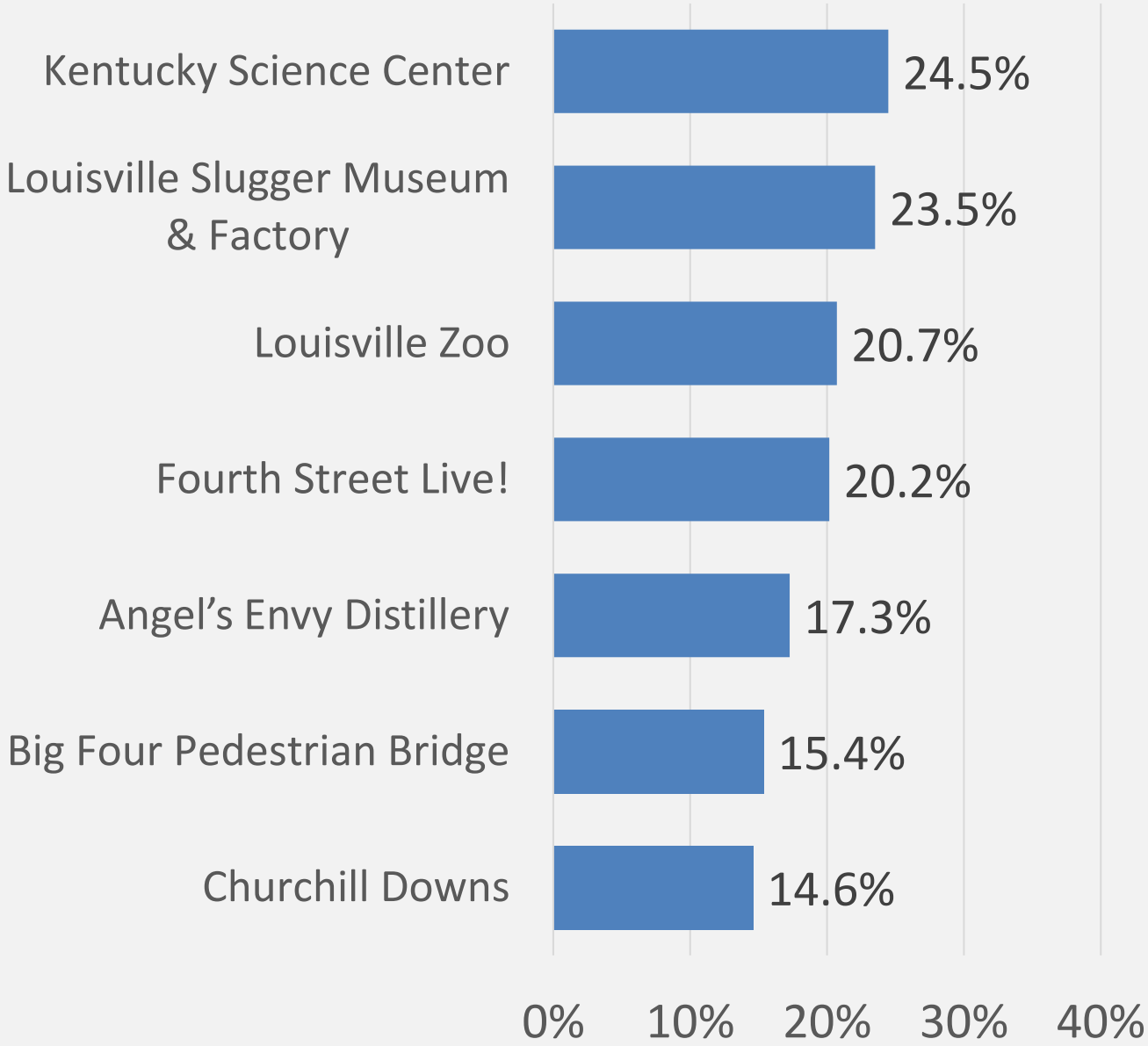


DAY TRIPPERS *Louisville Trip Details*

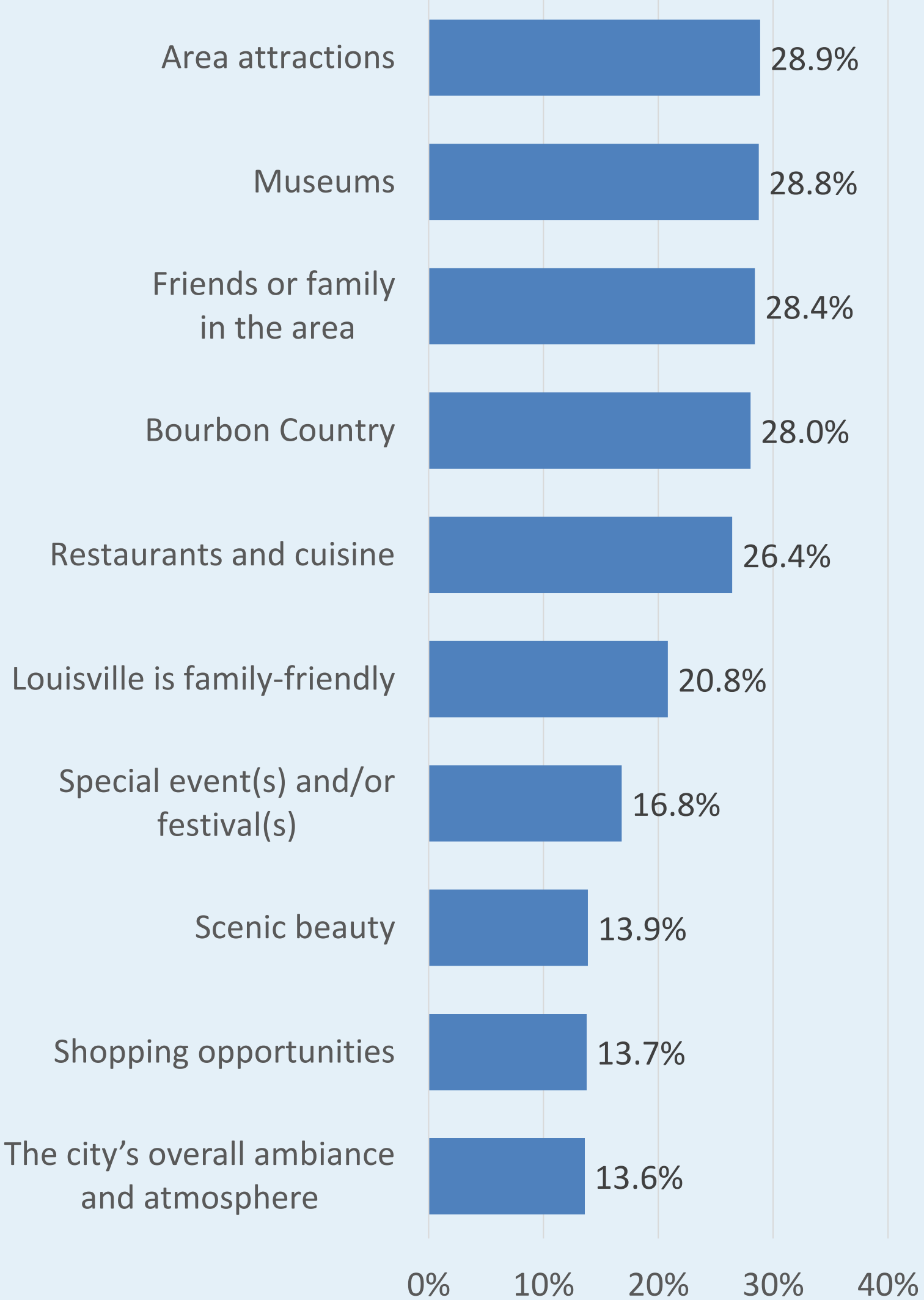
Top Activities



Top Attractions



Factors Important to Decision to Visit



Spending Per Day



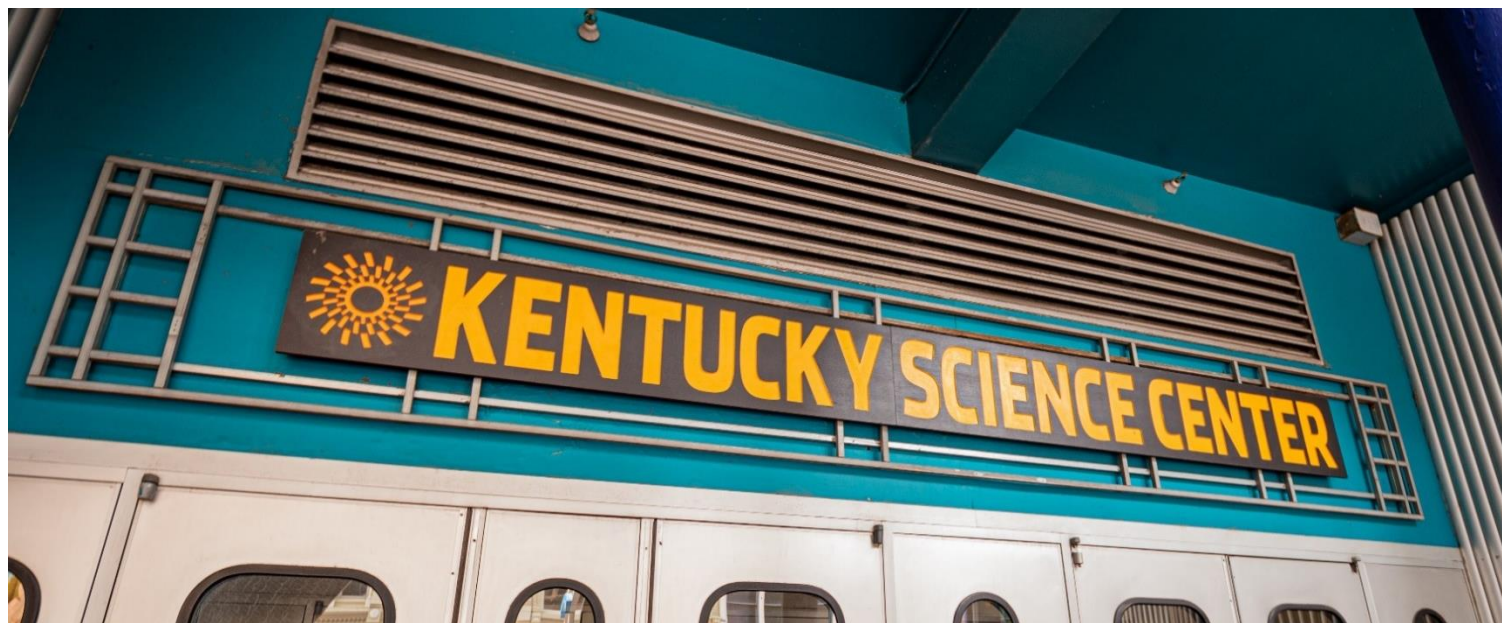
Total Spending **\$243.67**



3.0 people covered by spending

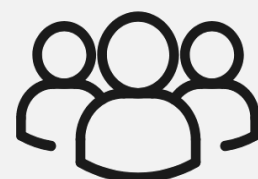


\$82.20 spending per person



Travel Group Composition

3.6
People



1.3 Male

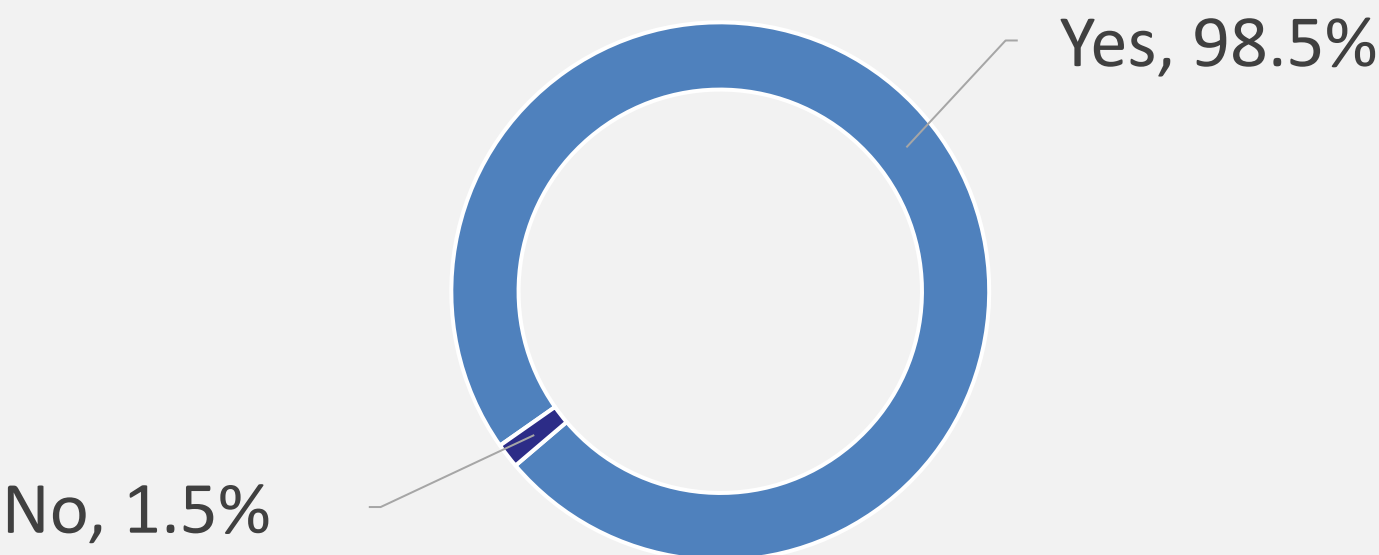


1.4 Female



0.9 Children

Would Return to Louisville



Most Liked Aspects of Louisville



9.5% Friendly locals

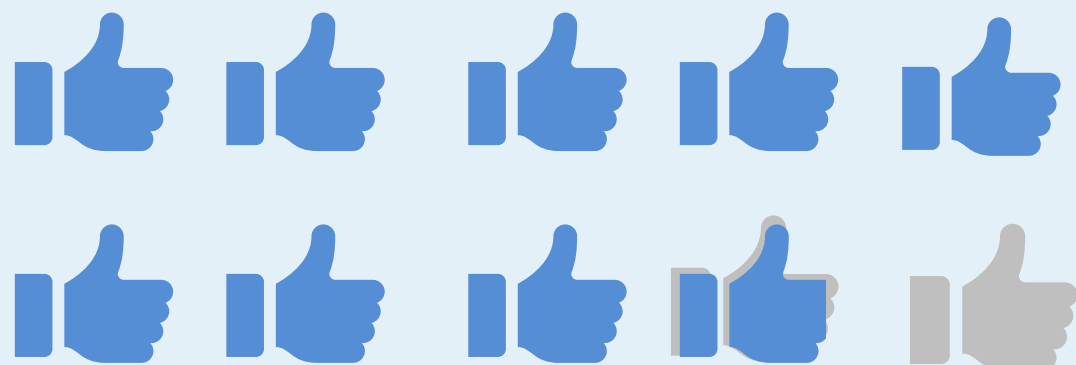


9.1% Lots to do



6.7% Bourbon

Likelihood to Recommend Louisville Attractions



On average, visitors were likely to recommend the specific Louisville attraction where they were surveyed at an **8.9 out of 10**

Least Liked Aspects of Louisville



31.6% Traffic



20.8% Perfect as is



12.0% Weather

THE FIRST TIME VISITOR

Survey respondents who traveled to Louisville for the first time.

448 completed surveys.

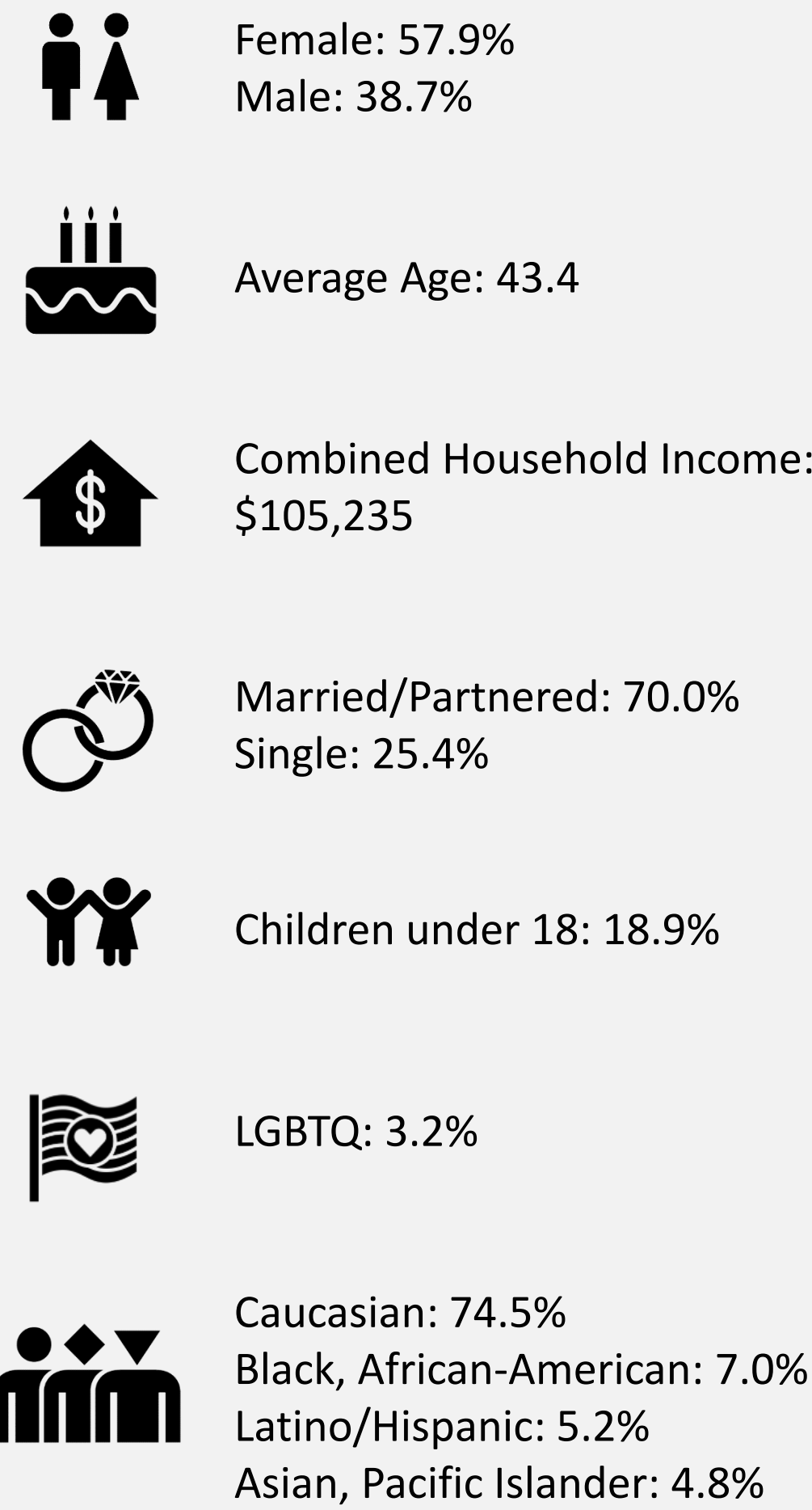
The summary at right describes the key characteristics of the First Time Visitor, including how this segment compares to the Repeat Visitor.

KEY CHARACTERISTICS

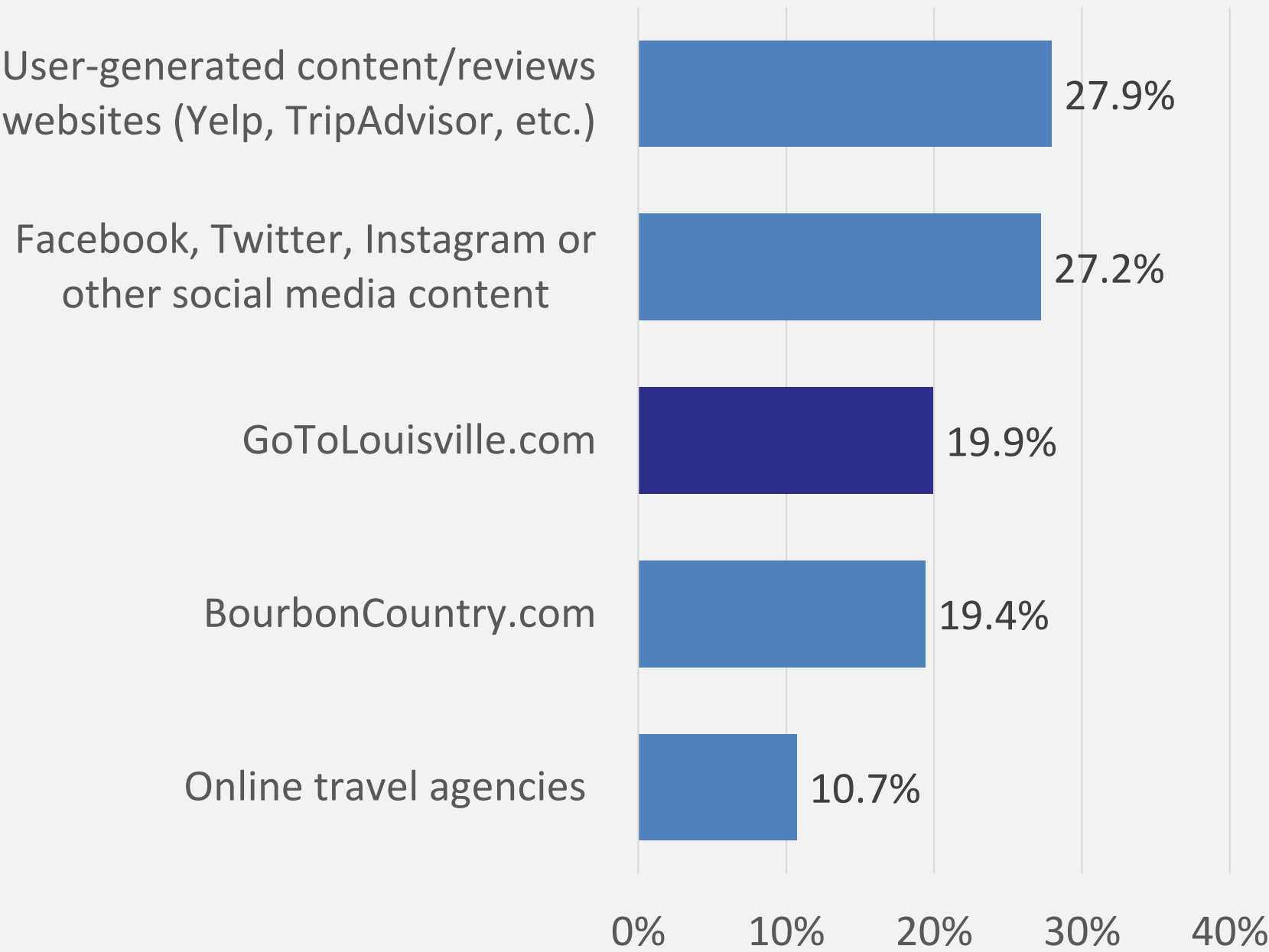
- On average, First Time Visitors to Louisville are 43.4 years old with an average household income of \$105,235 (considerably higher compared to Returning Visitors at \$88,007). Seven-in-ten are married or partnered (70.0%) and 18.9 percent have children under 18 (lower compared to Repeat Visitors at 29.1%).
- User-generated content (27.9%) and social media (27.2%) were the top resources First Time Visitors used to plan their trip, followed by GoToLouisville.com (19.9%). BourbonCountry.com was also a top resource utilized by First Time Visitors (19.4%).
- First Time Visitors were more inclined to participate in bourbon tasting, taking a distillery tour, visiting museums and/or dining in restaurants compared to Repeat Visitors.
- First Time Visitors were more likely than Repeat Visitors to have gone to the Louisville Slugger Museum & Factory, Angel's Envy Distillery, Churchill Downs, Old Forester Distillery, Jim Beam Urban Stillhouse, Evan Williams Bourbon Experience and Kentucky Derby during their trip.
- First Time Visitors spent an estimated \$301 per travel party, per day (slightly higher compared to Repeat visitors at \$290).

THE FIRST TIME VISITOR *Who they are*

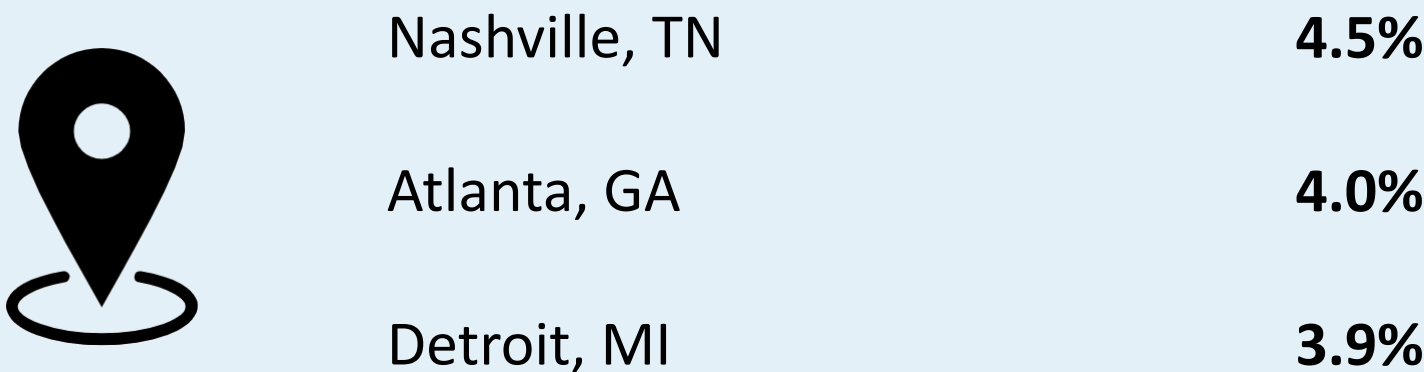
DEMOGRAPHICS:



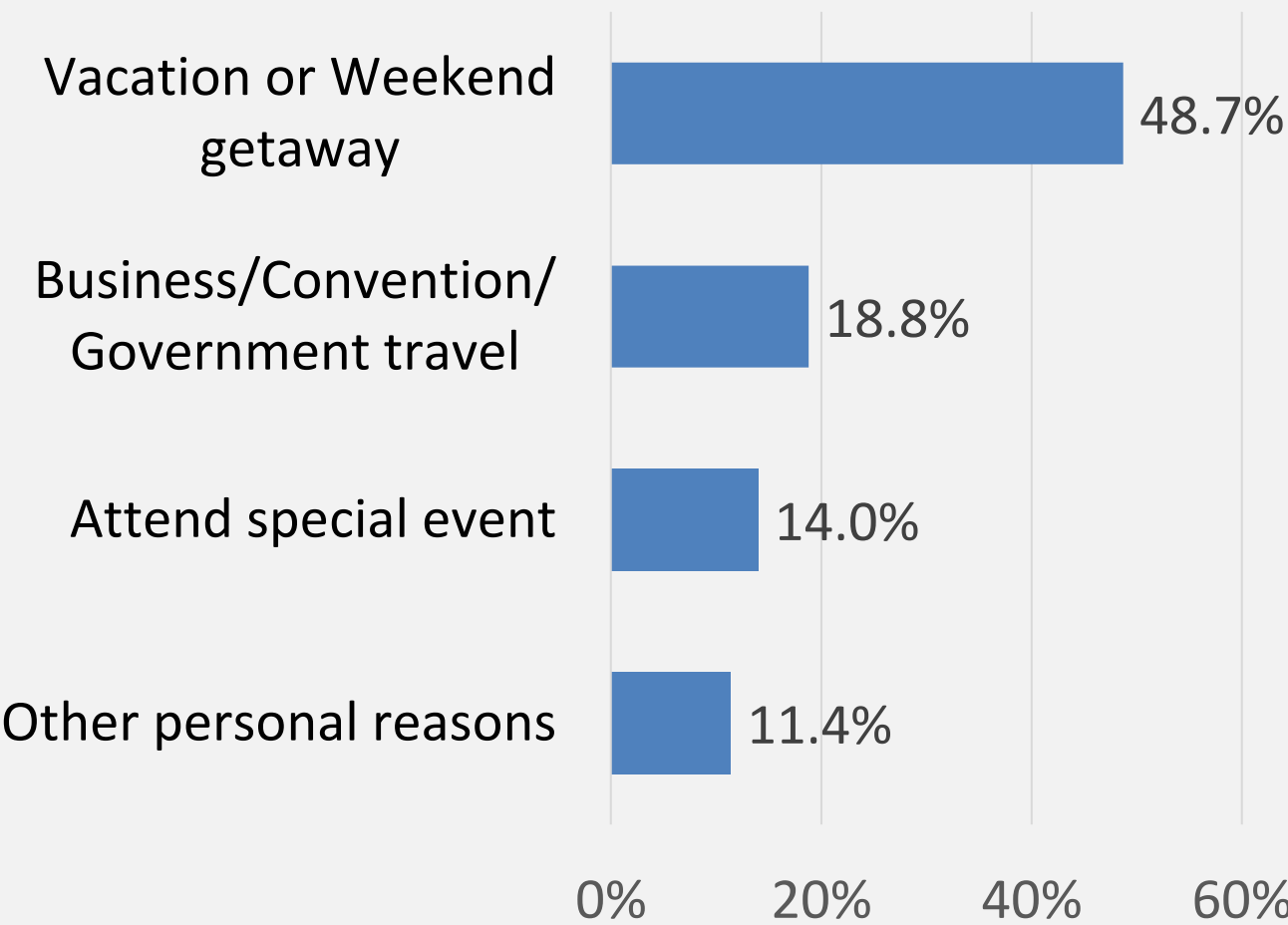
Resources Used to Plan Trip Before Arrival



Top Markets of Origin



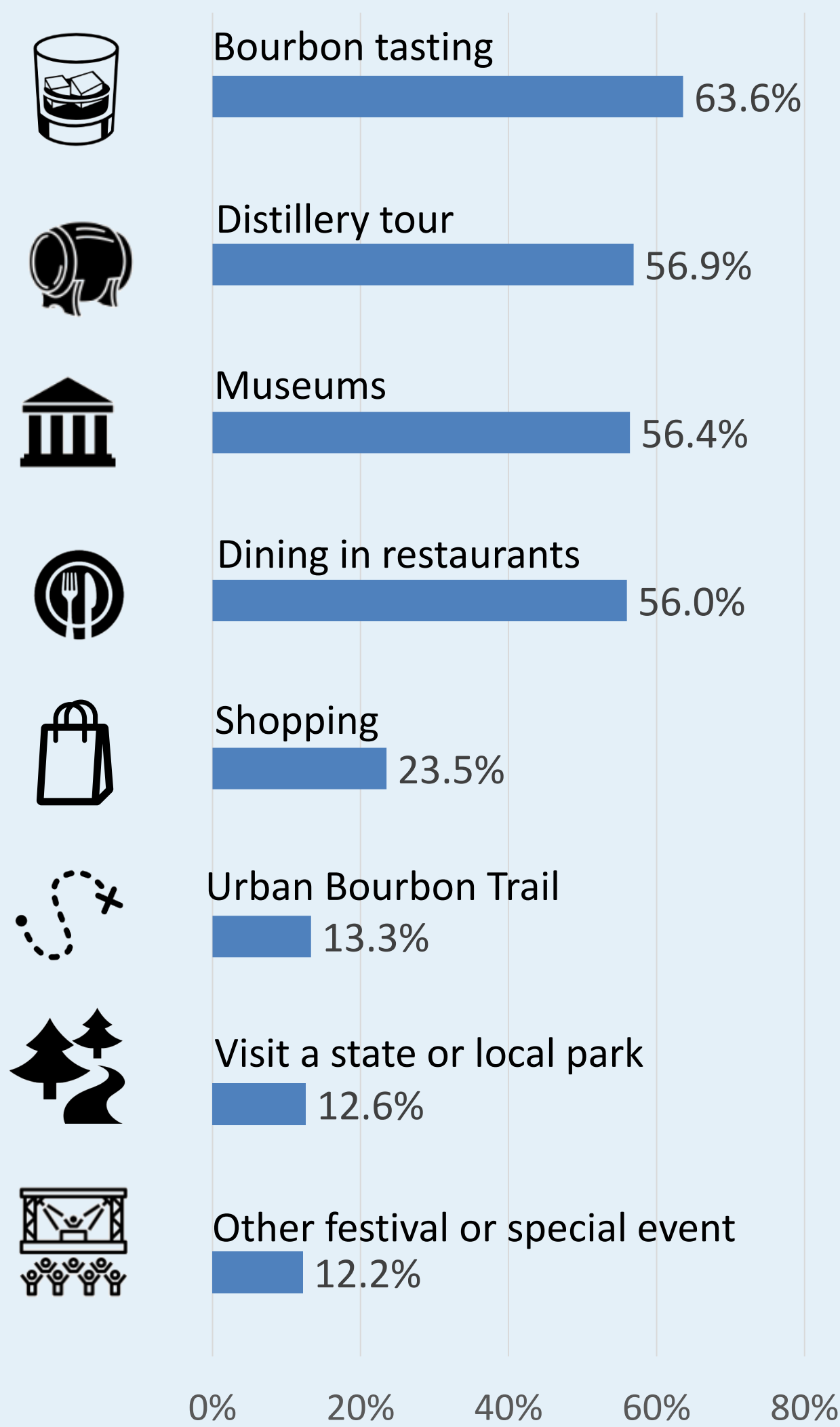
Top Reasons for Visiting



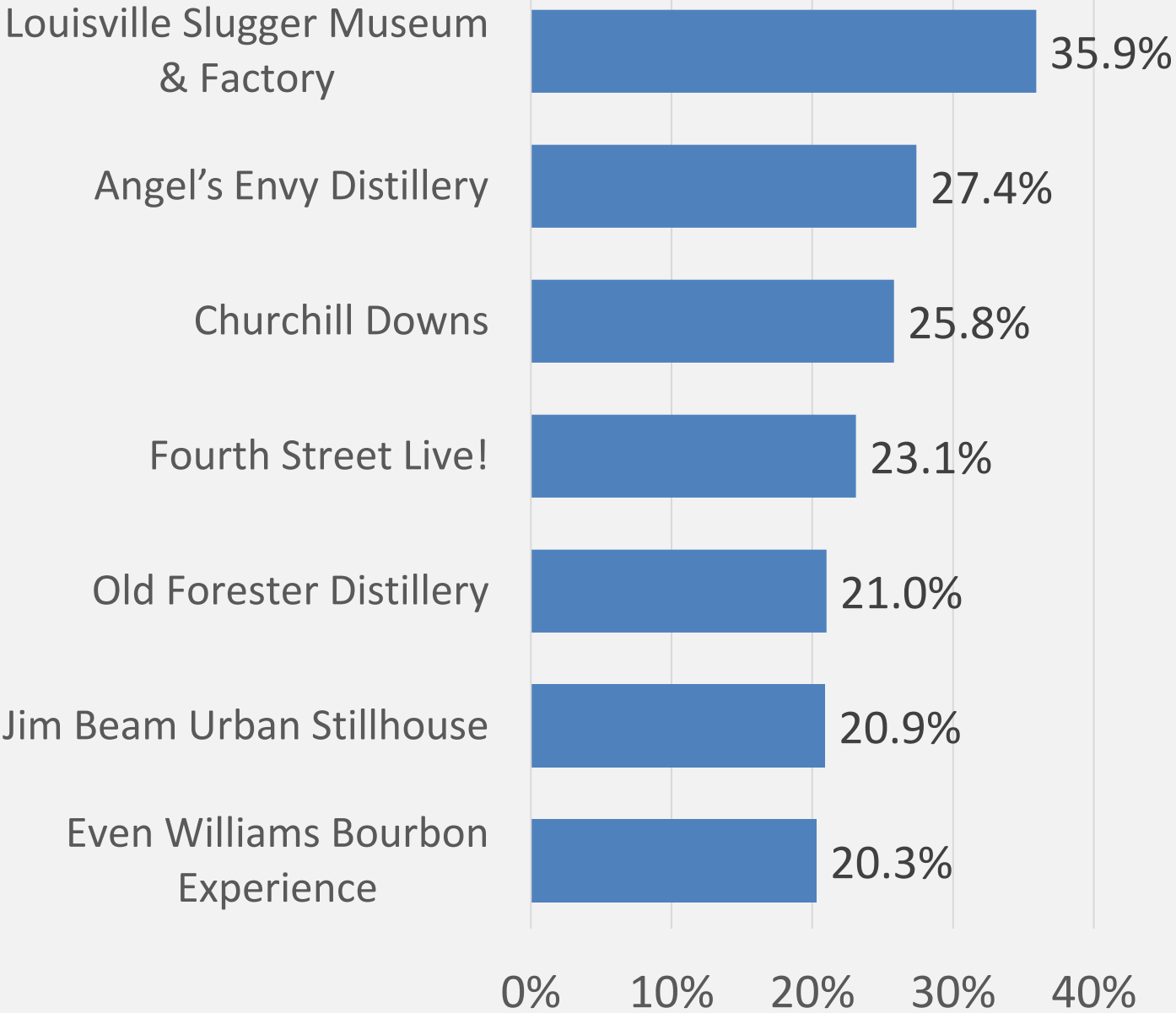
THE FIRST TIME VISITOR

Louisville Trip Details

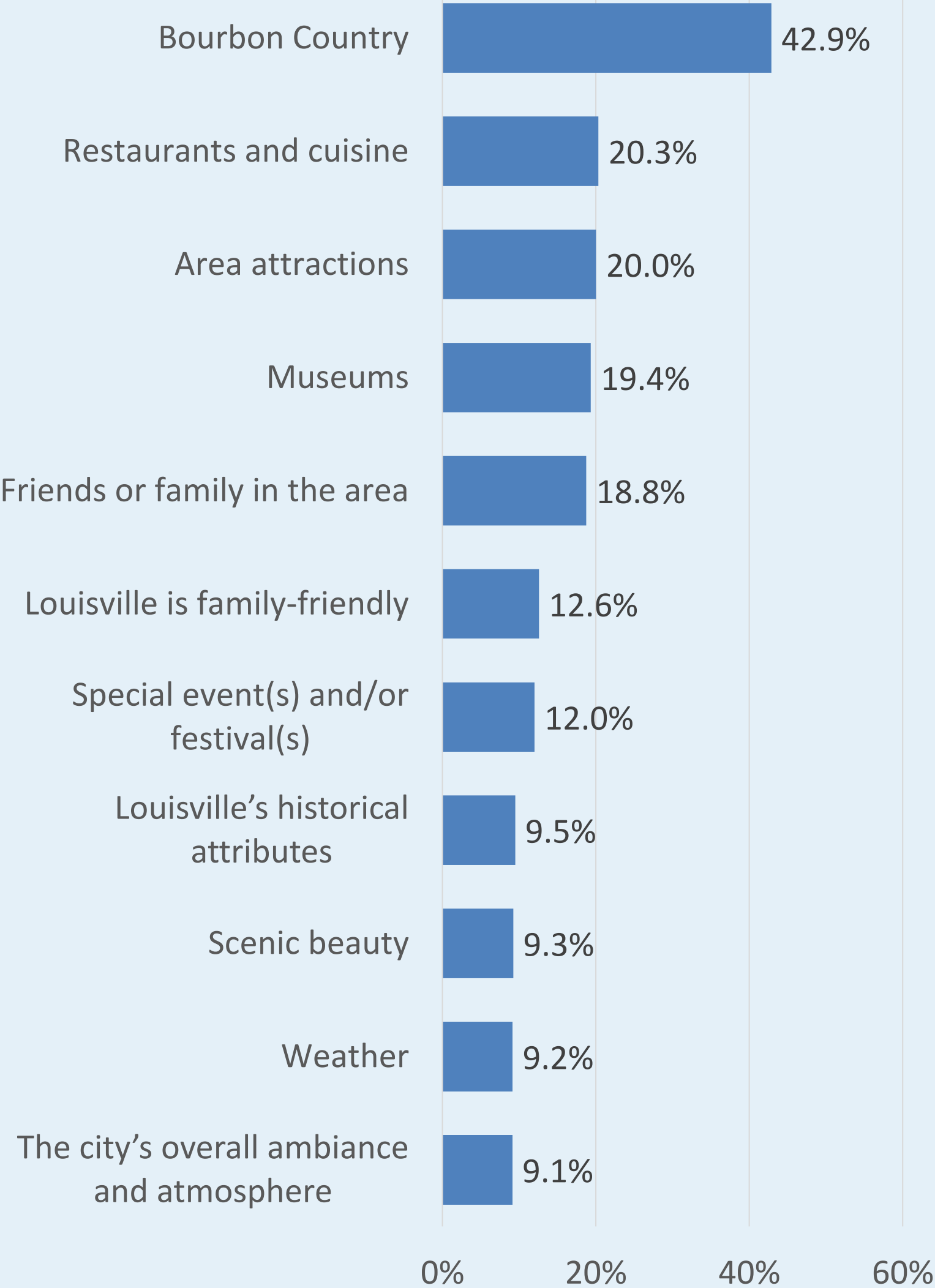
Top Activities



Top Attractions



Factors Important to Decision to Visit

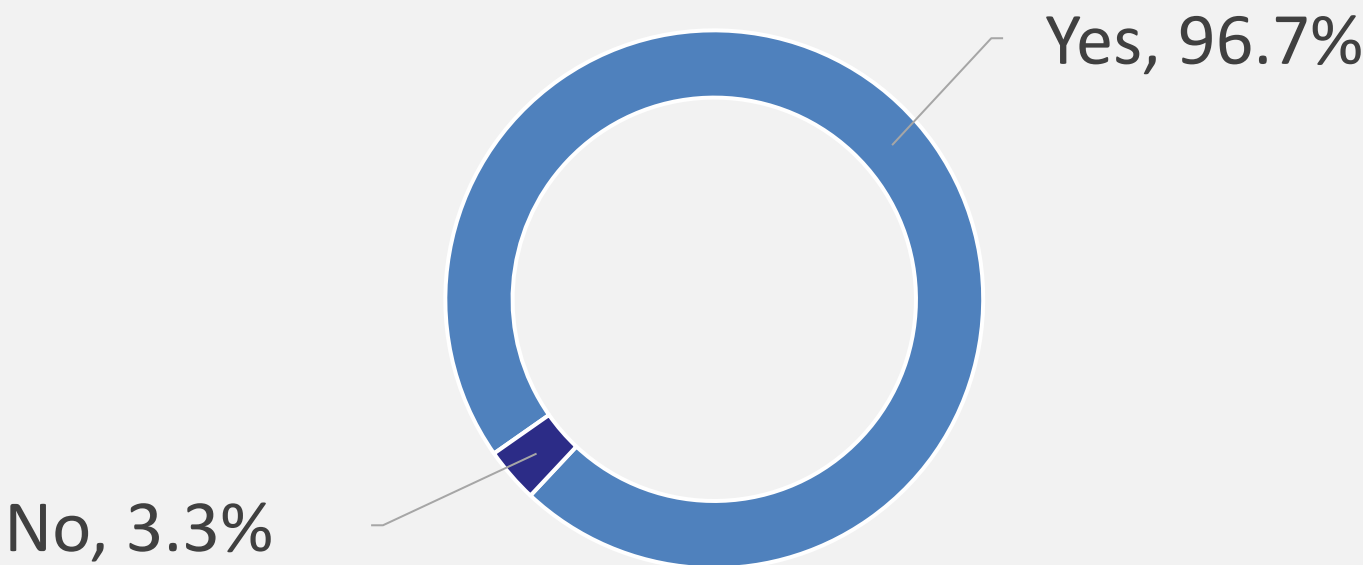


THE FIRST TIME VISITOR *Louisville Trip Details*

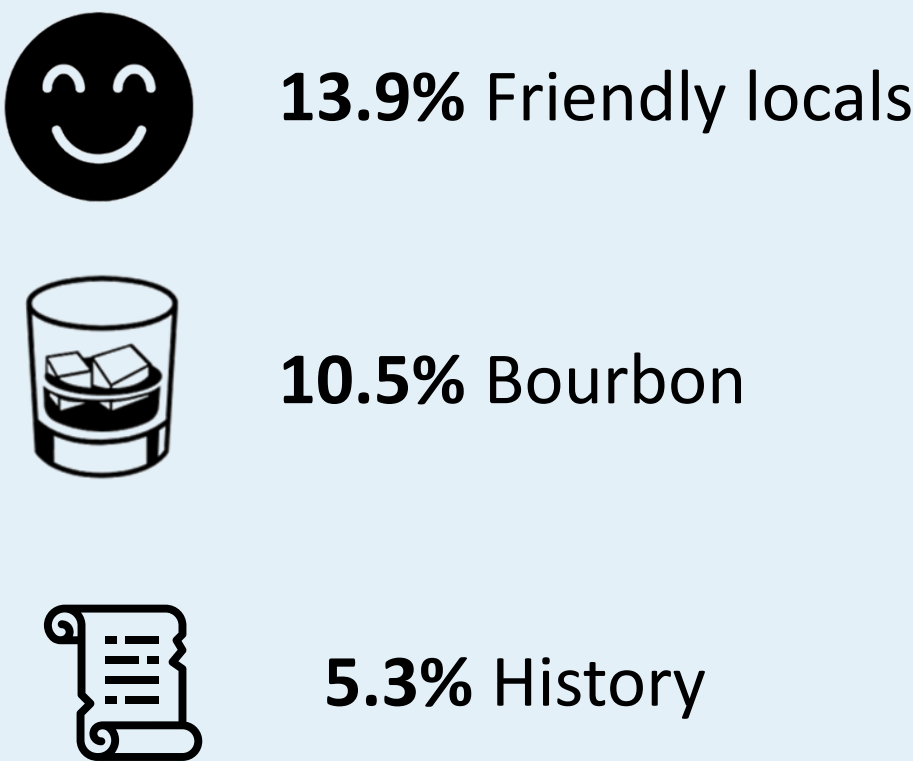
Spending Per Day



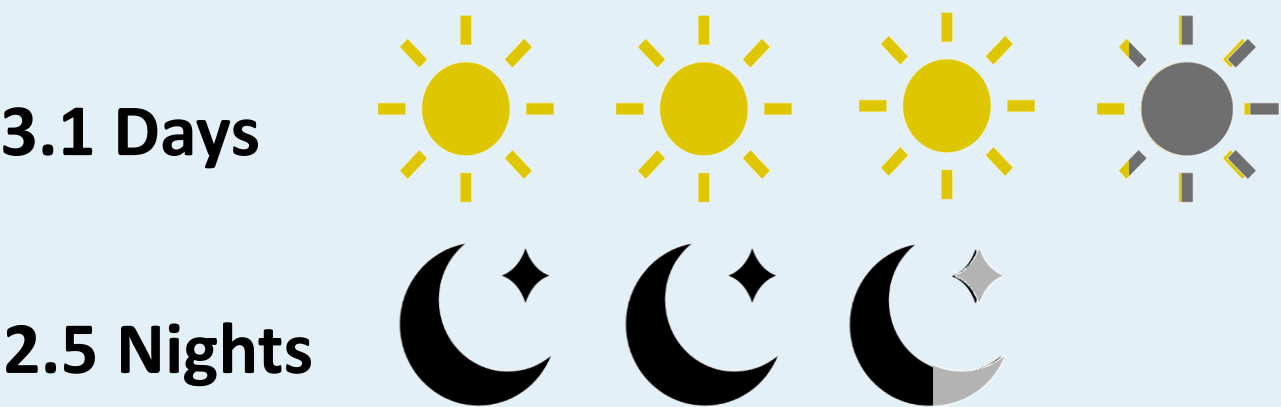
Would Return to Louisville



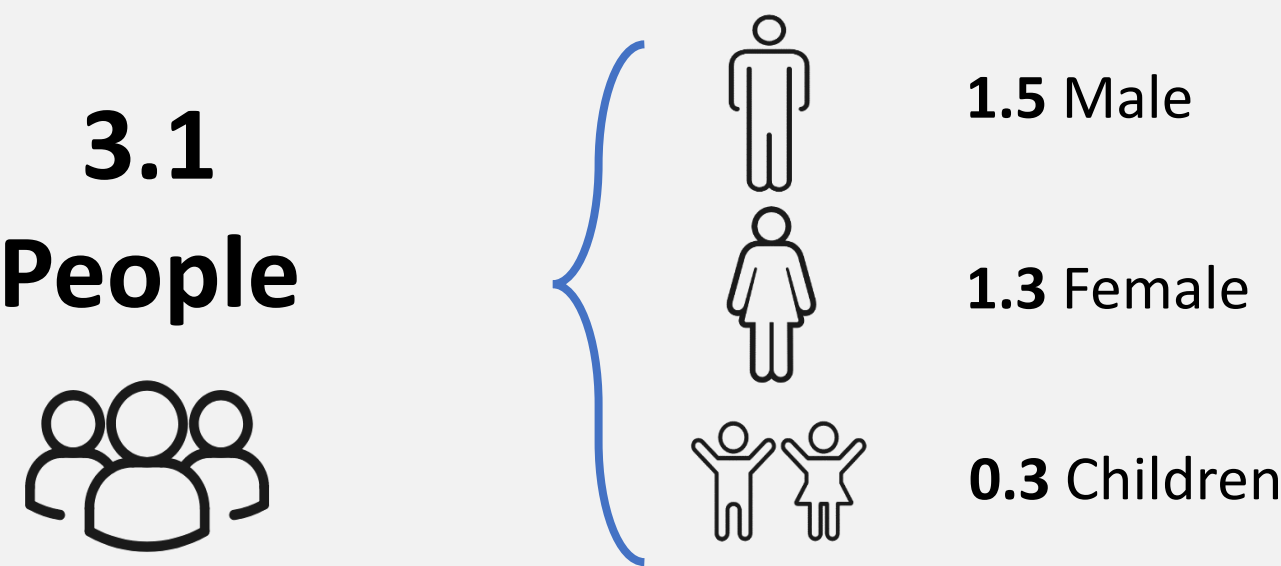
Most Liked Aspects of Louisville



Days and Nights Spent in Louisville



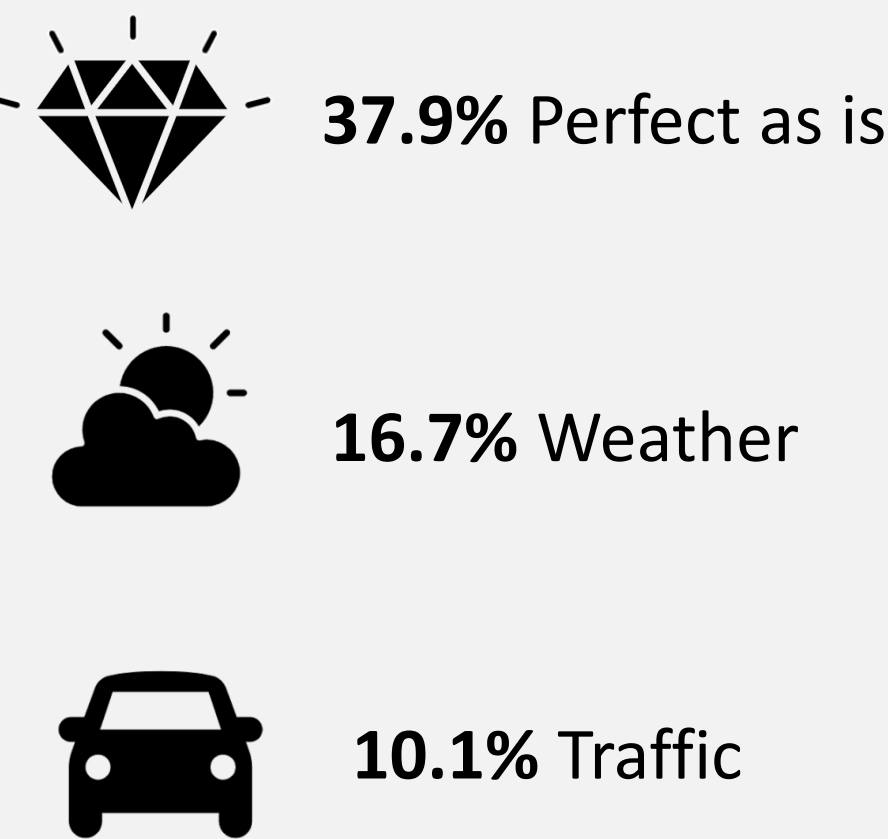
Travel Group Composition



Likelihood to Recommend Louisville Attractions



Least Liked Aspects of Louisville



THE REPEAT VISITOR

Survey respondents who traveled to Louisville one or more times.

957 completed surveys.

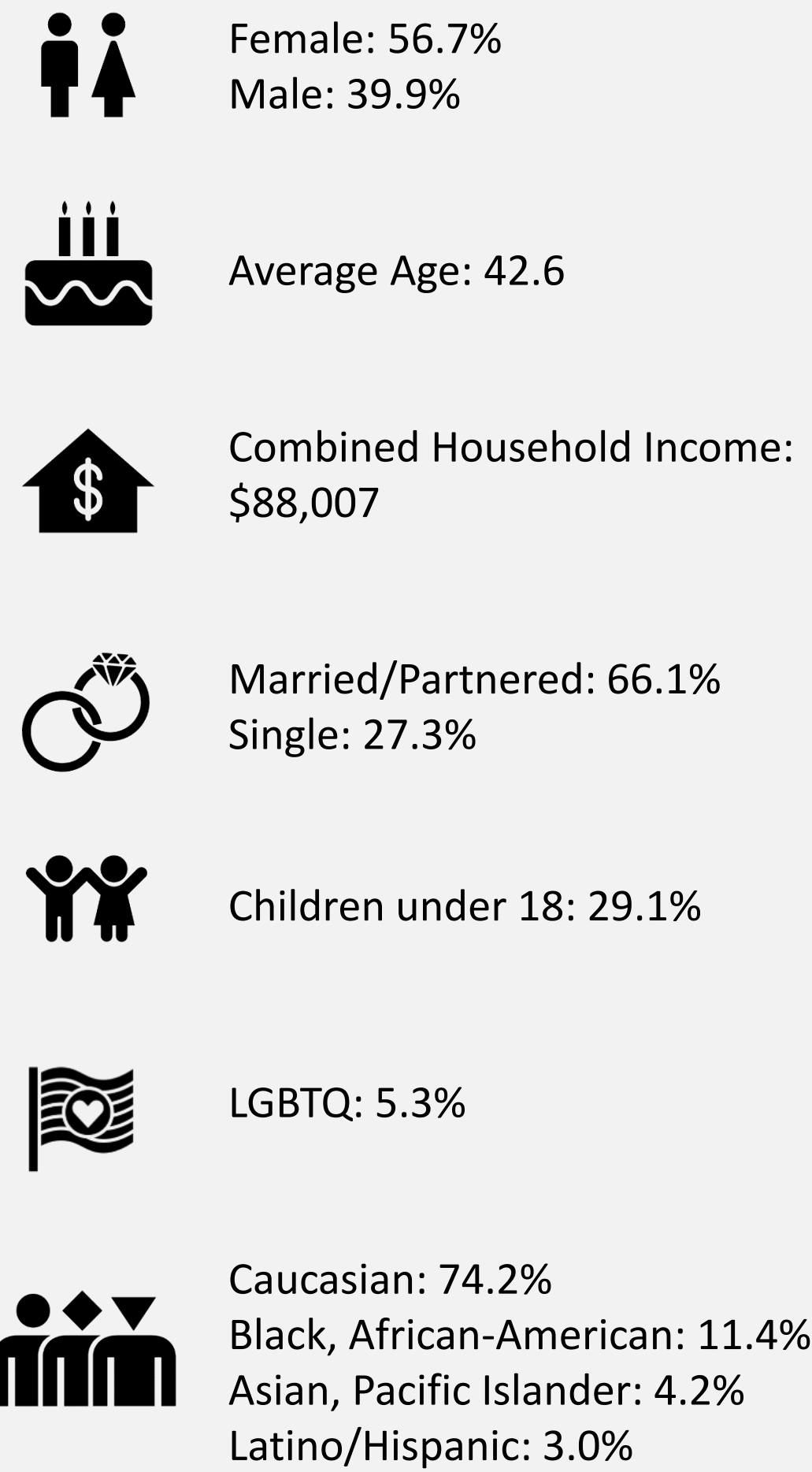
The summary at right describes the key characteristics of the Repeat Visitor, including how this segment compares to the First Time Visitor.

KEY CHARACTERISTICS

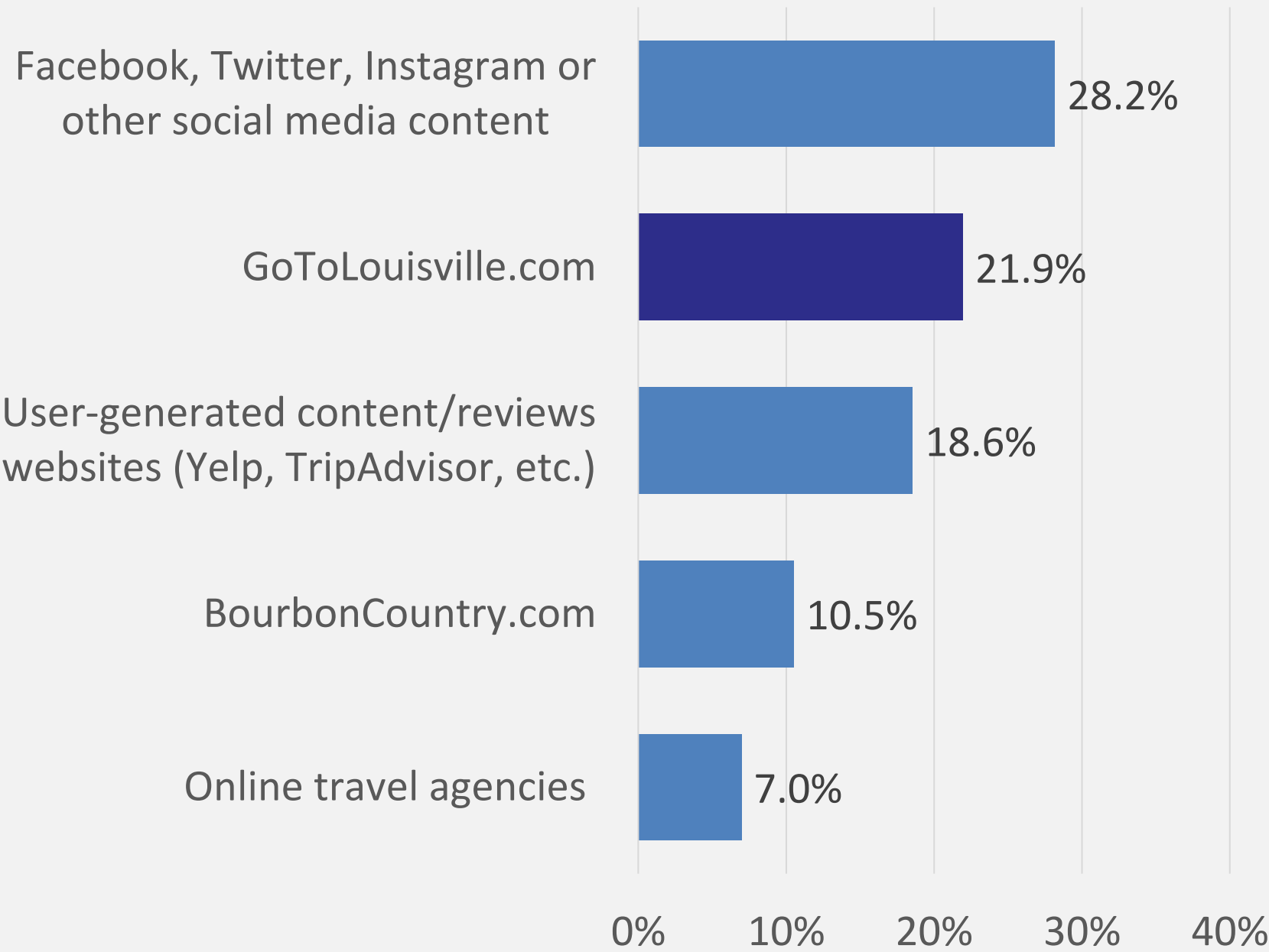
- On average, Repeat Visitors are 42.6 years old and have an average household income of \$88,007 (vs. \$105,235 for First Time visitors. Two-thirds are married or partnered (66.1%) and 29.1 percent have children under 18.
- Social media was the top resource Repeat Visitors used to plan their trip (28.2%), followed by GoToLouisville.com (21.9%).
- Repeat Visitors were more likely to go shopping, attend a festival or special event, visit a state or local park and/or take a guided tour compared to First Time Visitors.
- Repeat Visitors are more likely than First-Time Visitors to have gone to Fourth Street Live!, Kentucky Science Center, Big Four Pedestrian Bridge and Louisville Zoo compared to First Time visitors during their Louisville trip.
- They spent an estimated \$290 per travel party, per day (vs. \$301 for First Time visitors).

THE REPEAT VISITOR *Who they are*

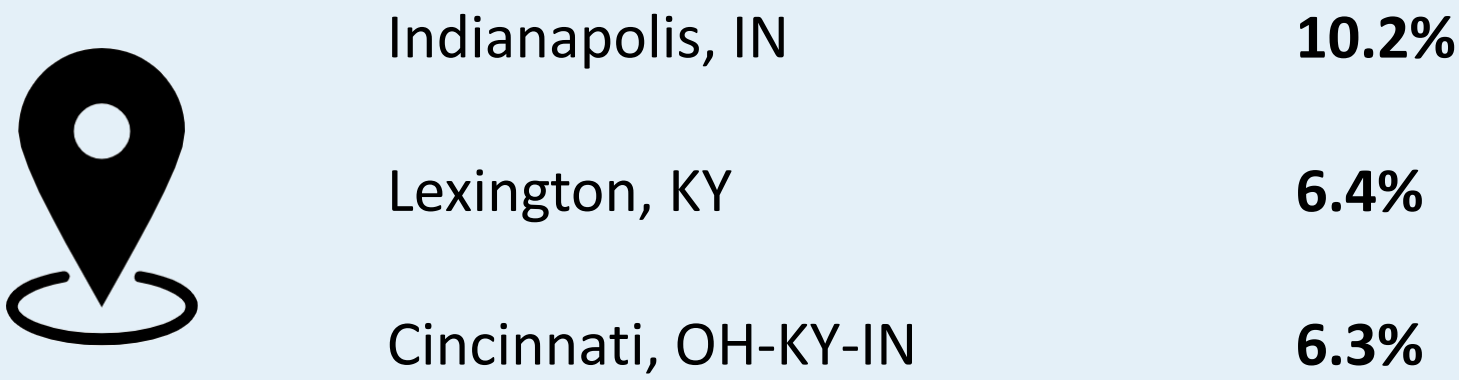
DEMOGRAPHICS:



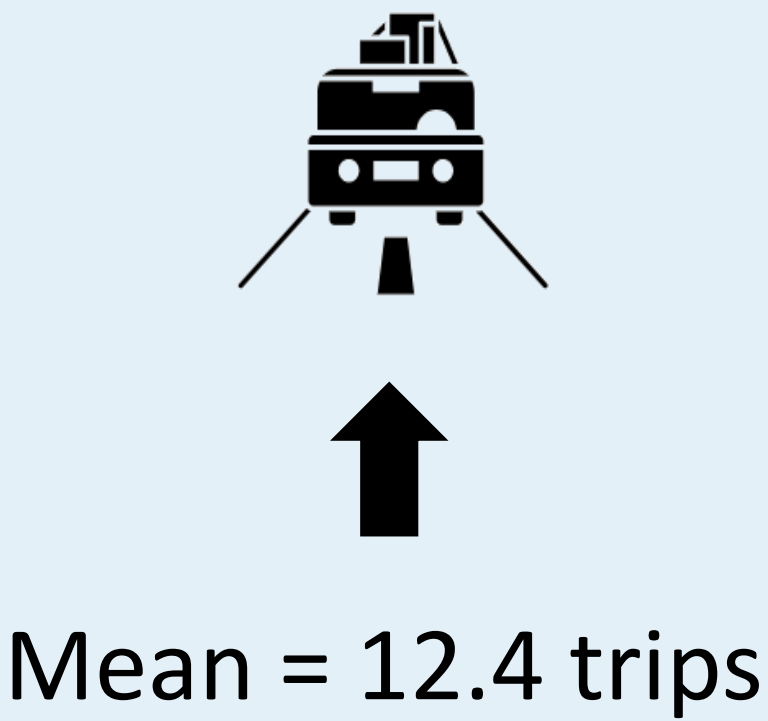
Resources Used to Plan Trip Before Arrival



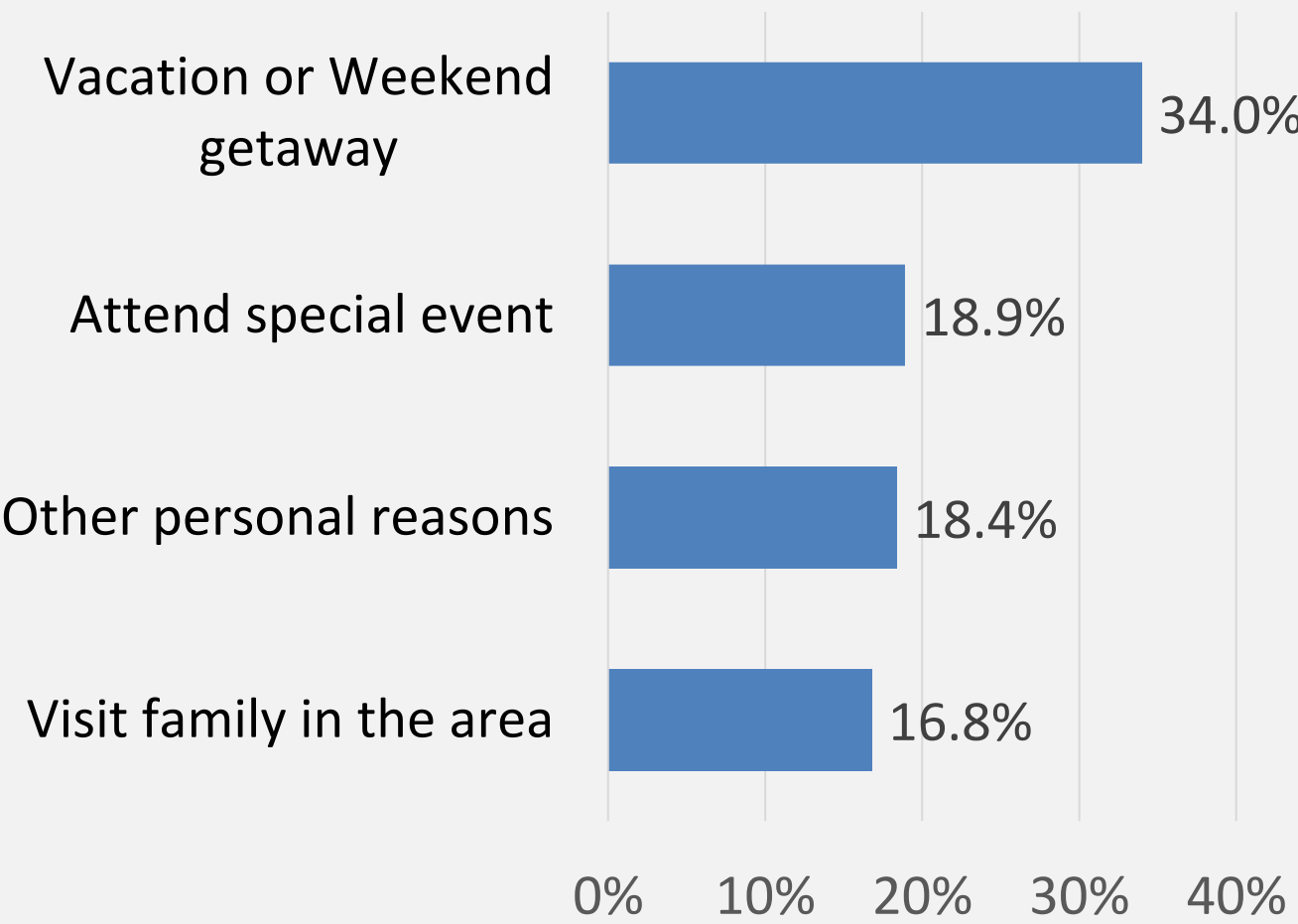
Top Markets of Origin



Past Trips to Louisville



Top Reasons for Visiting



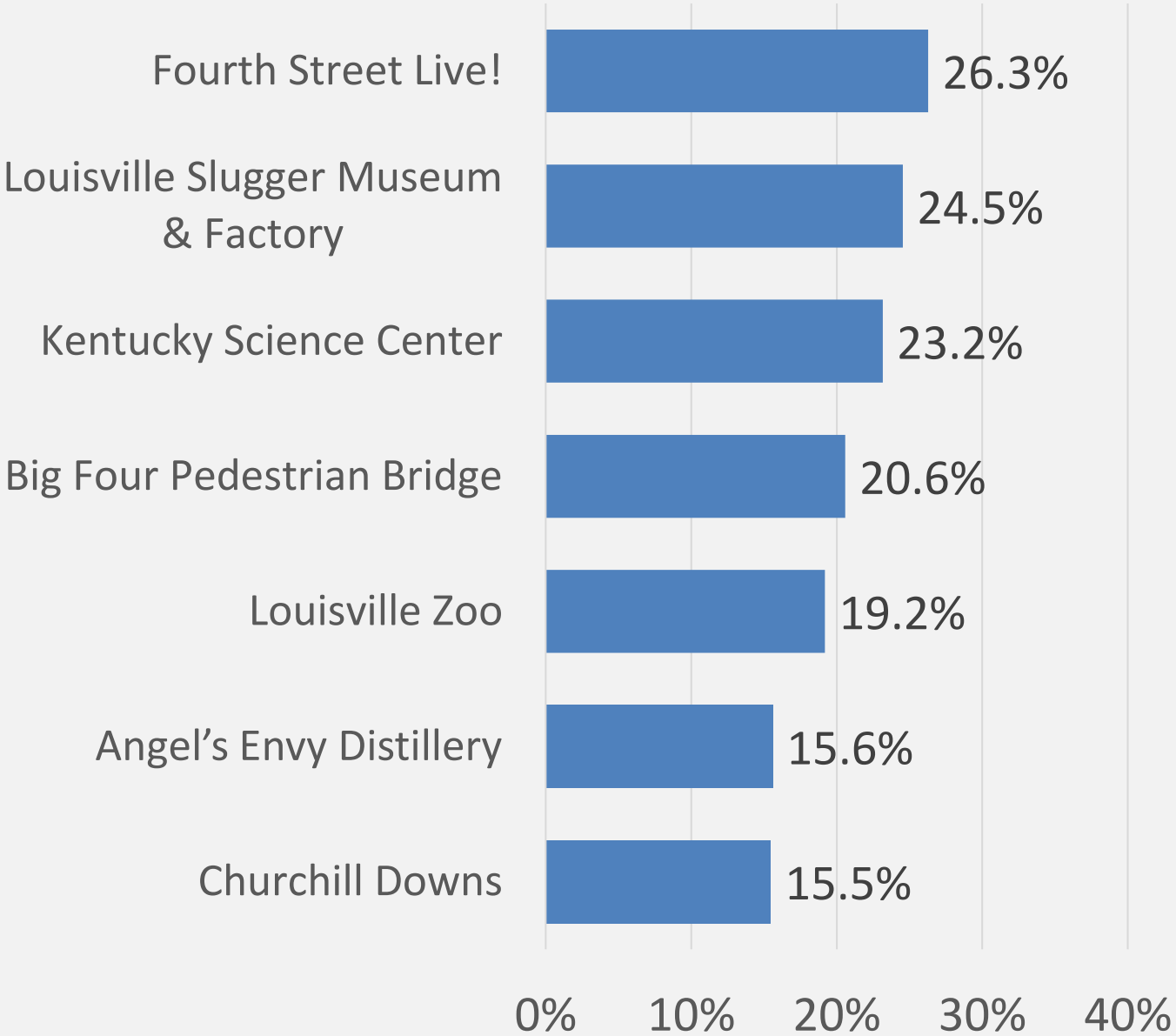
THE REPEAT VISITOR

Louisville Trip Details

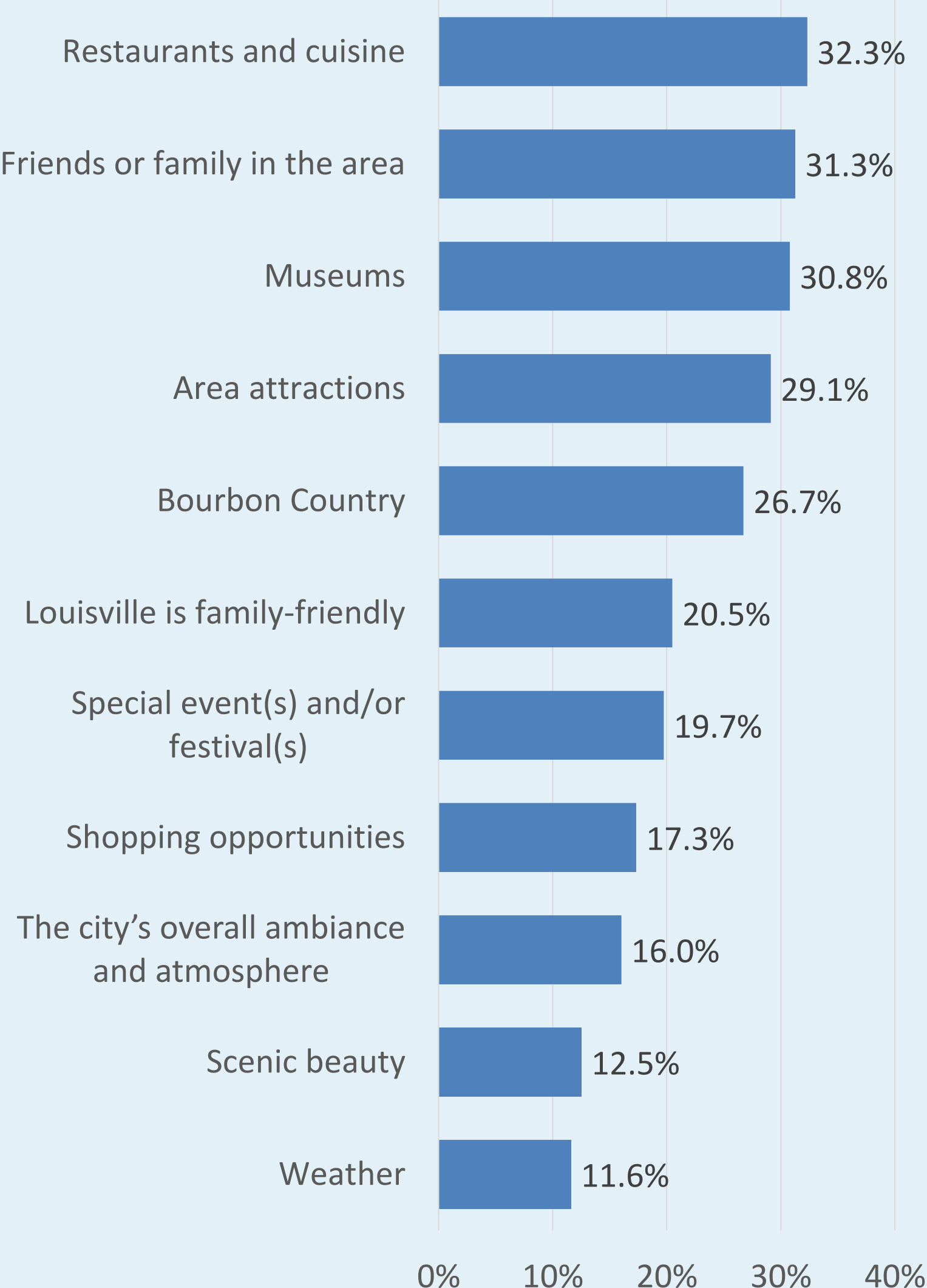
Top Activities



Top Attractions



Factors Important to Decision to Visit



THE REPEAT VISITOR

Louisville Trip Details

Spending Per Day



Total Spending **\$289.88**

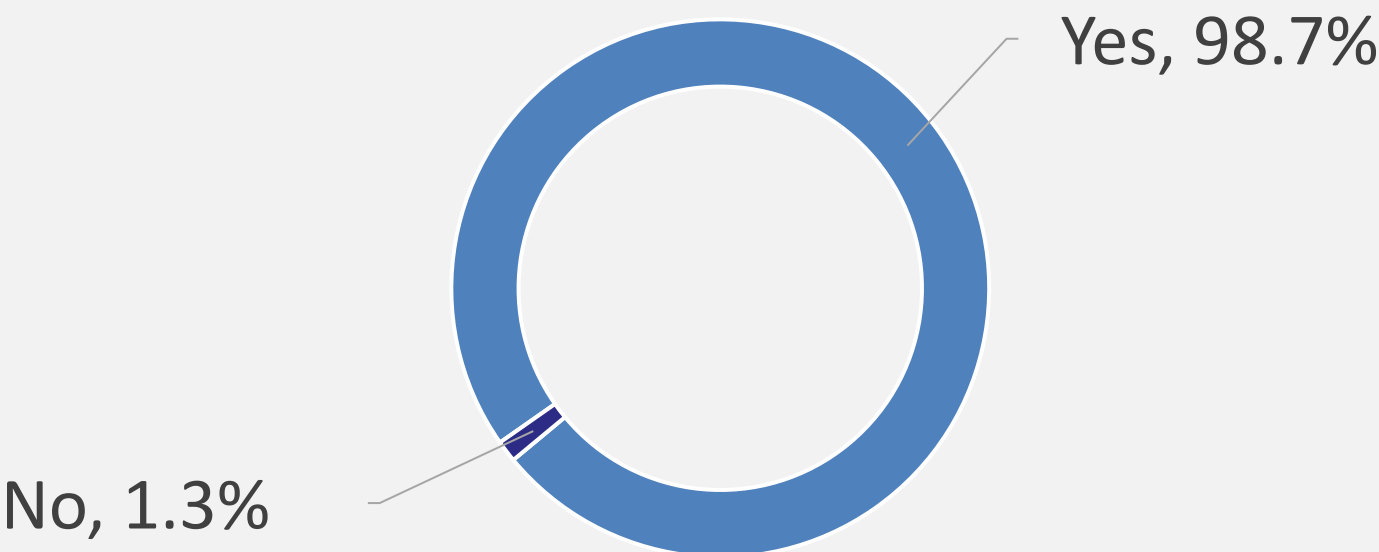


2.8 people covered by spending



\$103.38 spending per person

Would Return to Louisville



Most Liked Aspects of Louisville



11.0% Friendly locals



8.9% Lots to do



8.6% Bourbon

Days and Nights Spent in Louisville

2.5 Days

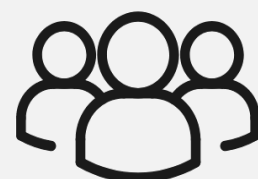


1.9 Nights



Travel Group Composition

3.3
People



1.2 Male



1.3 Female



0.8 Children

Likelihood to Recommend Louisville Attractions



On average, visitors were likely to recommend the specific Louisville attraction where they were surveyed at an **8.9 out of 10**

Least Liked Aspects of Louisville



29.1% Traffic



20.6% Perfect as is



10.7% Weather

SOUTHERN INDIANA VISITORS

Survey respondents who visited a Southern Indiana community during their Louisville trip.
277 completed surveys.

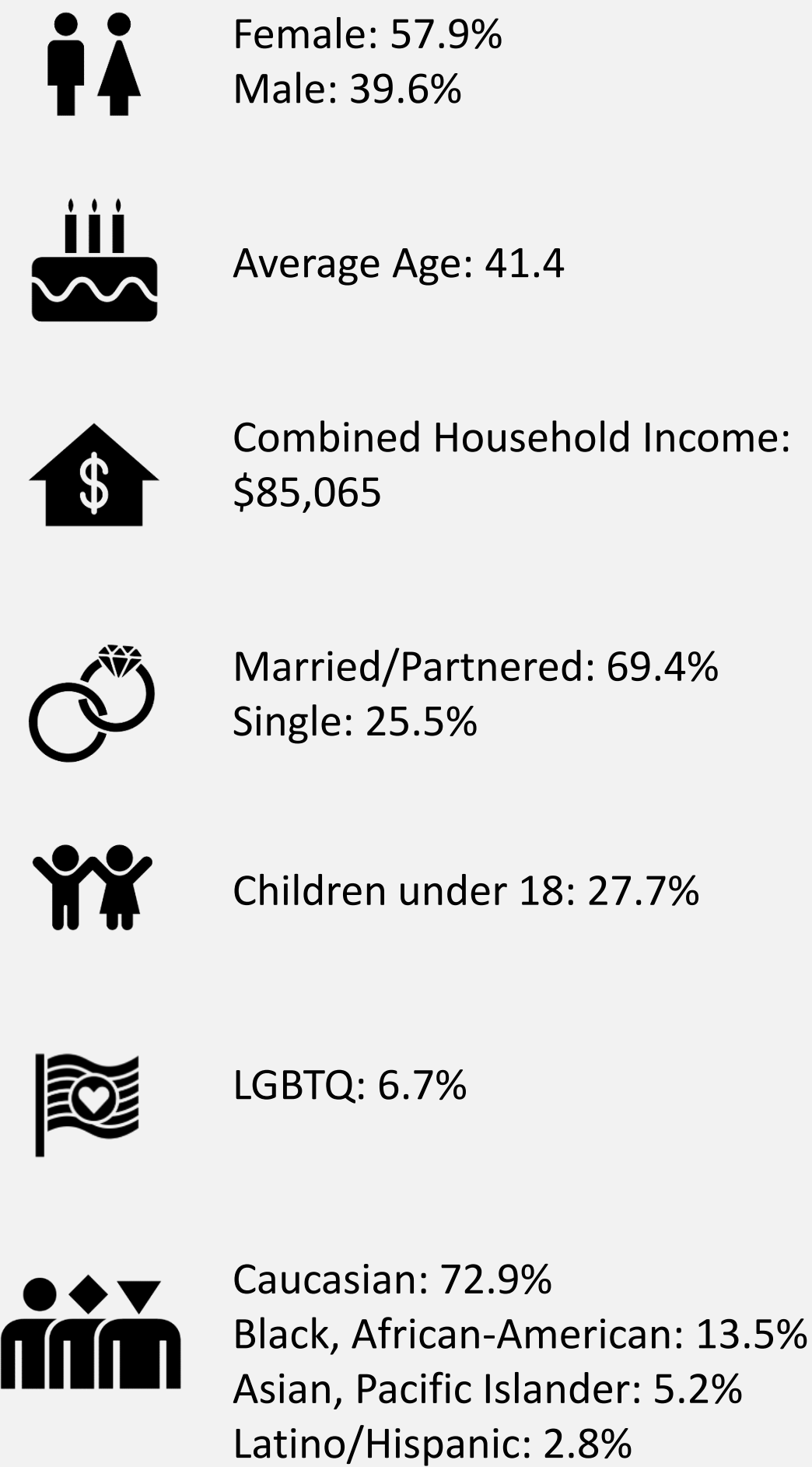
The summary at right describes the key characteristics of Southern Indiana Visitors, including how this segment compares to Louisville-Centric Visitors.

KEY CHARACTERISTICS

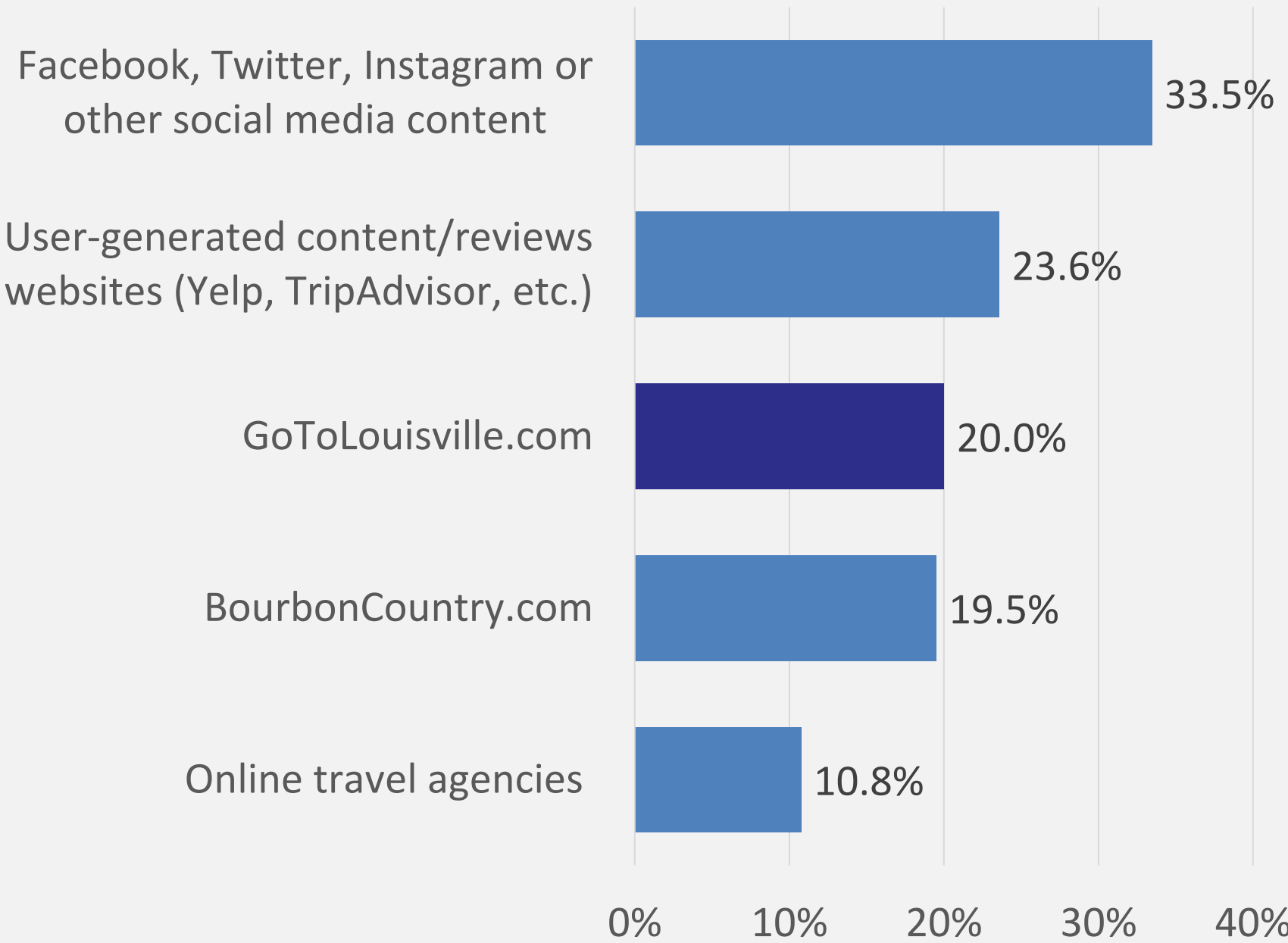
- Nearly one-in-five Louisville visitors surveyed went to a Southern Indiana community during their trip (18.7%).
- On average, Southern Indiana visitors are 41.4 years old (slightly younger compared to those who did not visit Southern Indiana during their trip) with an average household income of \$85,065. About 70 percent are married or partnered and over one-quarter (27.7%) have children under the age of 18.
- Southern Indiana Visitors were more likely to use social media (33.5%) as a trip planning resource (vs. 25.0% for Louisville-Centric visitors). One-in-five used GoToLouisville.com to plan their trip (20.0%).
- A majority of Southern Indiana visitors were repeat visitors to Louisville (79.6%) and averaged 12.4 past visits to the city (vs. 8.4 for Louisville-Centric visitors).
- On average, Southern Indiana visitors participated in 3.9 activities on their trip compared to 3.1 activities for Louisville-Centric visitors. Visiting museums, and dining in restaurants were most common.
- Southern Indiana visitors also visited more Louisville attractions (2.5 vs. 1.9 on average for Louisville-Centric visitors), with Fourth Street Live! noted as the top attraction.
- Southern Indiana visitors spent slightly more per travel compared to Louisville-Centric visitors, at \$294 per day (vs. \$285 for Louisville-Centric visitors).

SOUTHERN INDIANA VISITORS *Who they are*

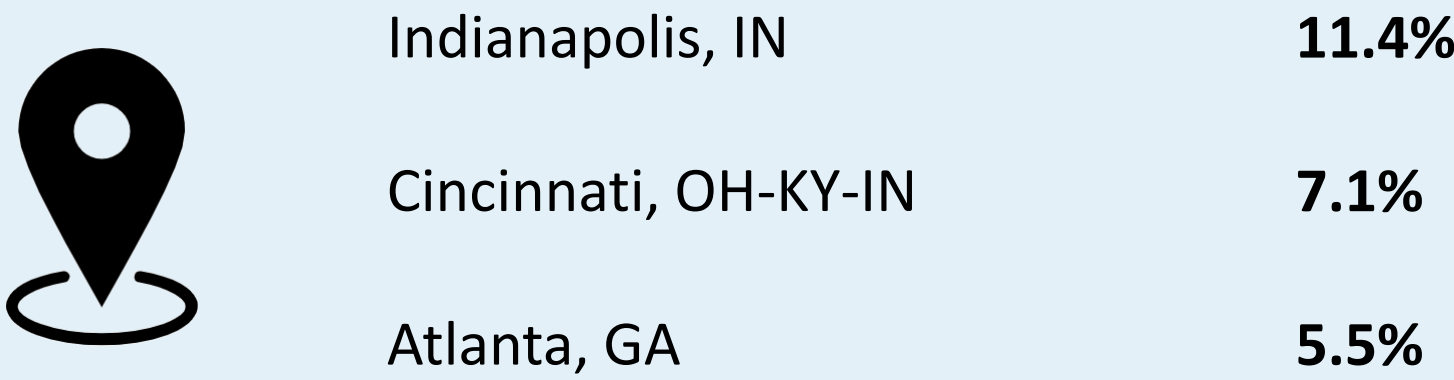
DEMOGRAPHICS:



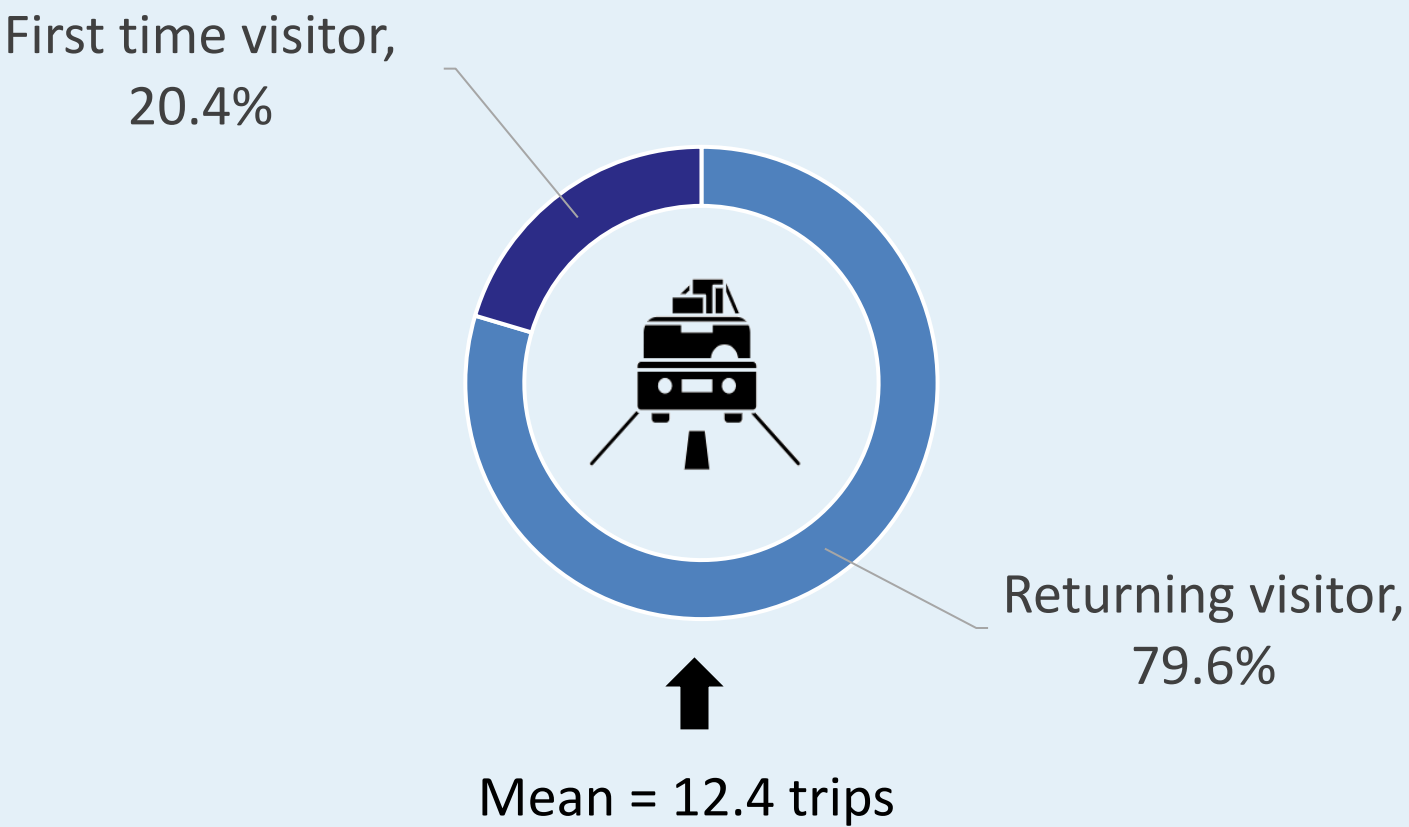
Resources Used to Plan Trip Before Arrival



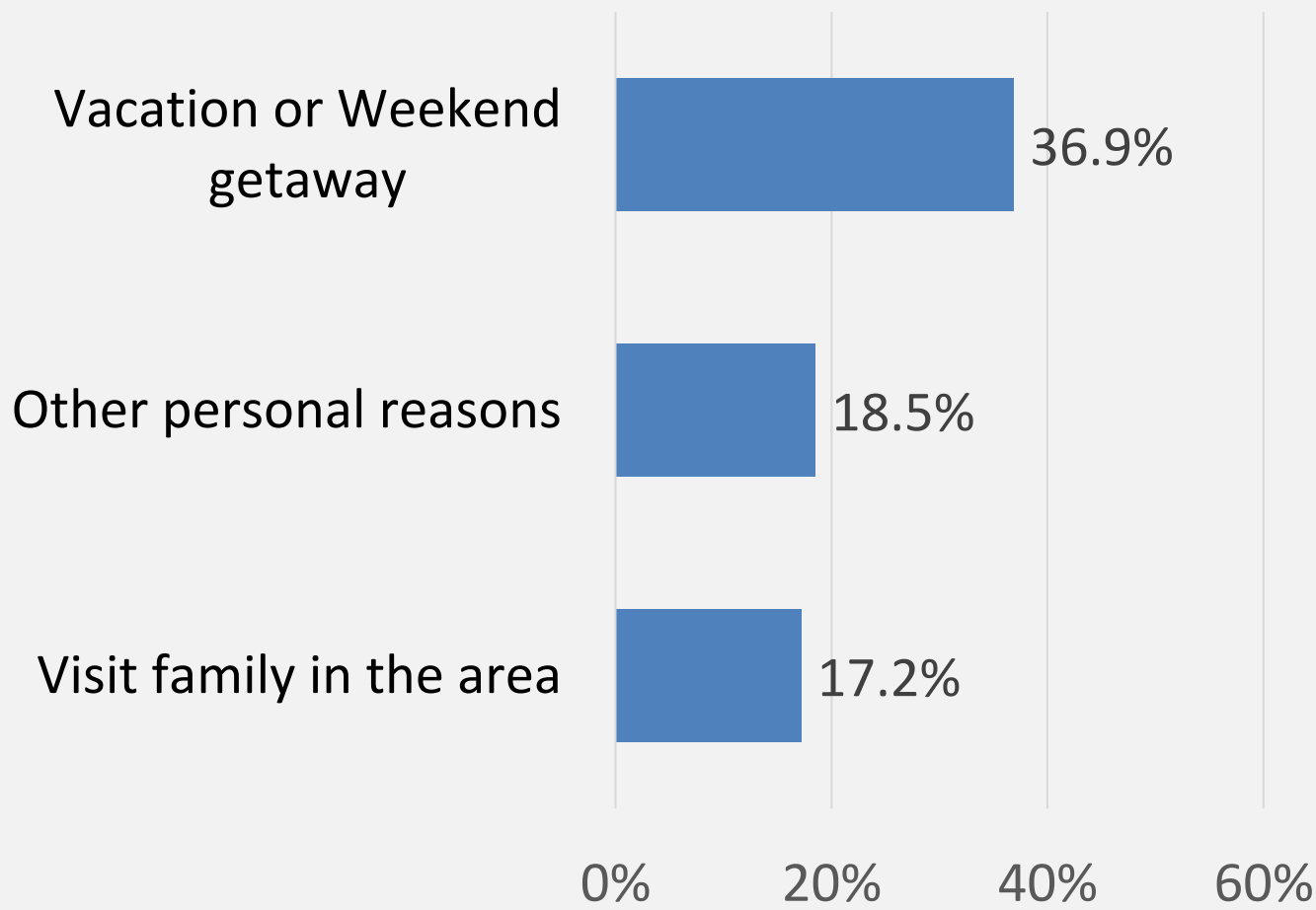
Top Markets of Origin



Past Visitation to Louisville



Top Reasons for Visiting

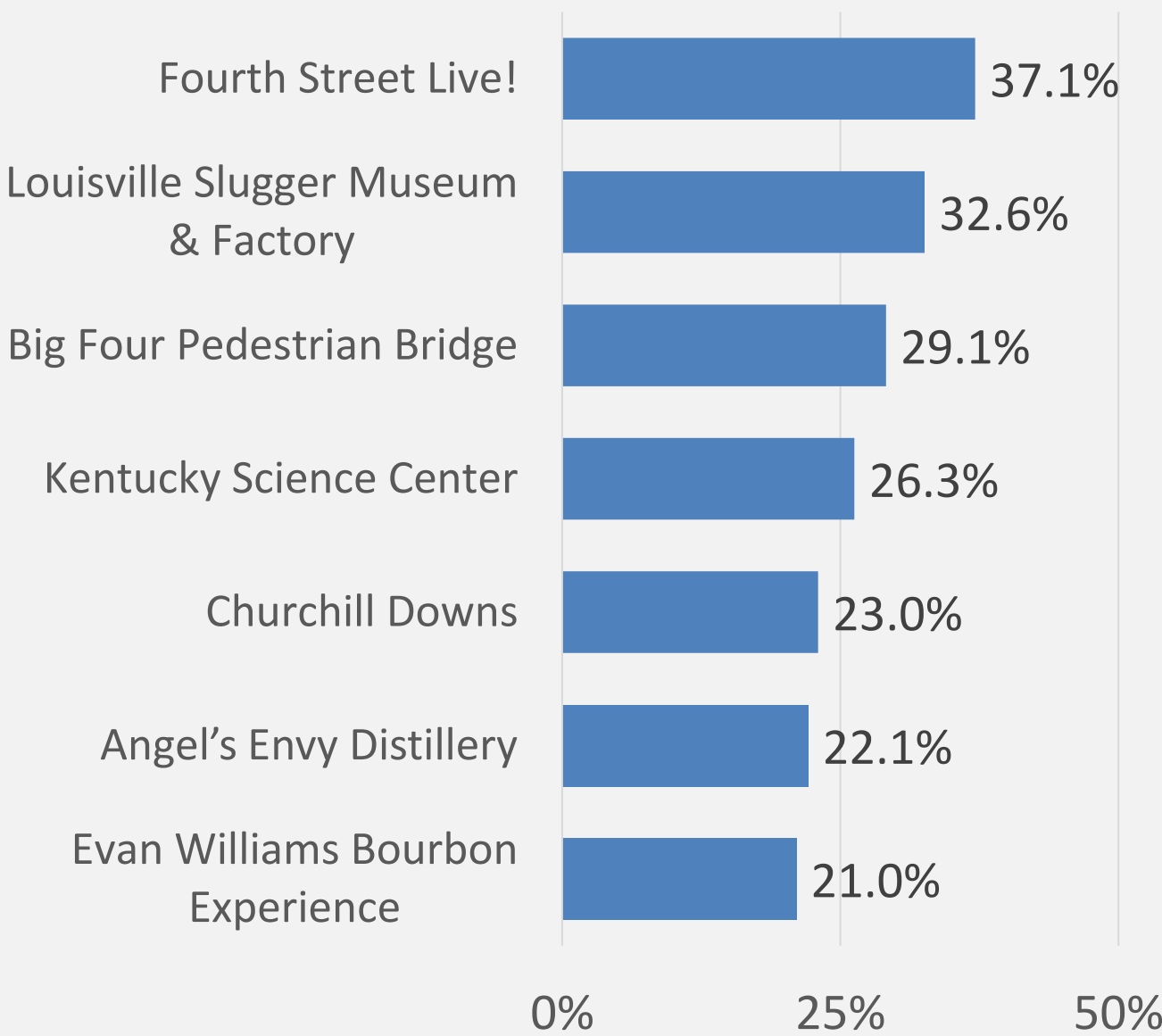


SOUTHERN INDIANA VISITORS *Louisville Trip Details*

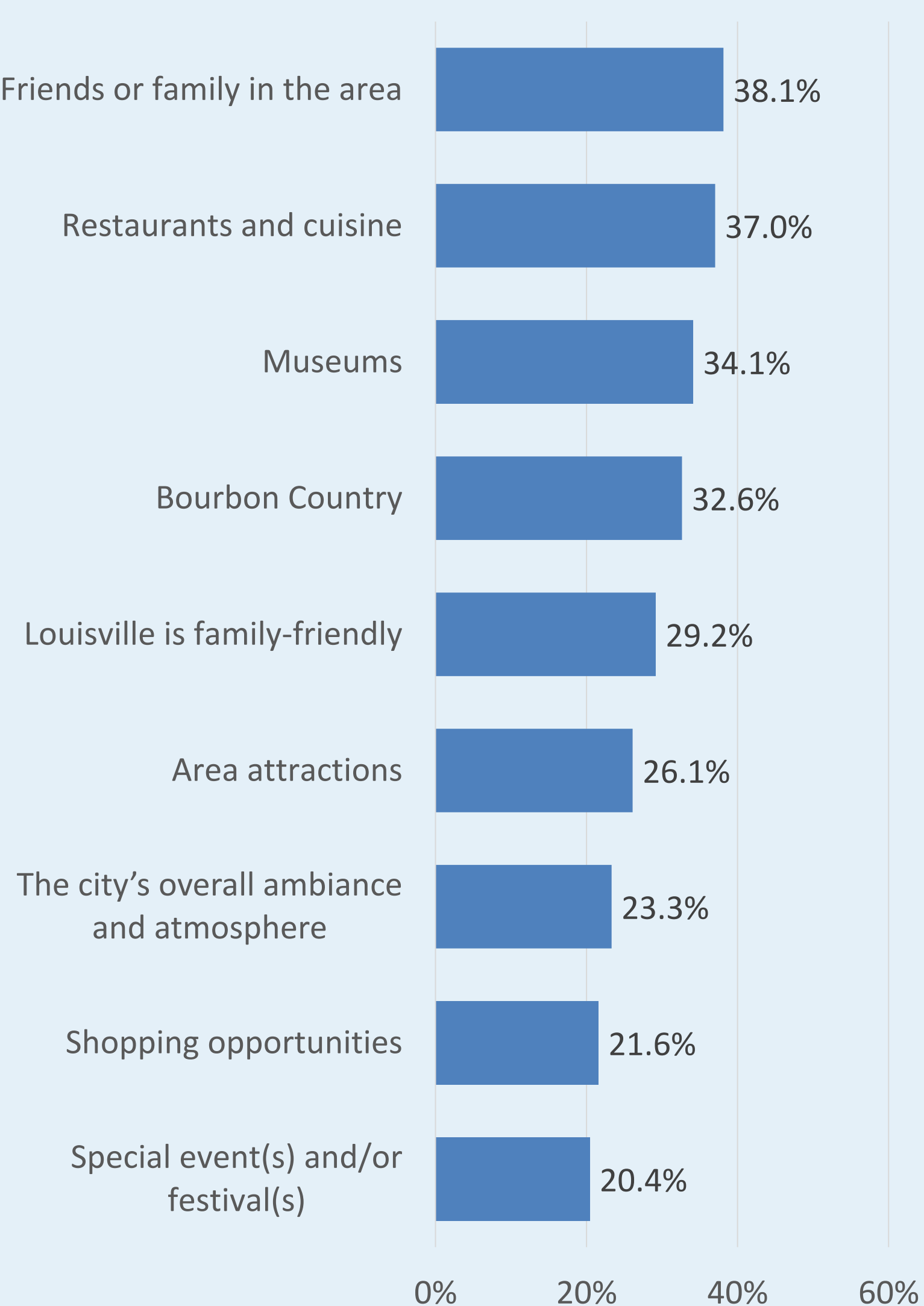
Top Activities



Top Attractions



Factors Important to Decision to Visit



SOUTHERN INDIANA VISITORS *Louisville Trip Details*

Spending Per Day



Total Spending **\$293.98**

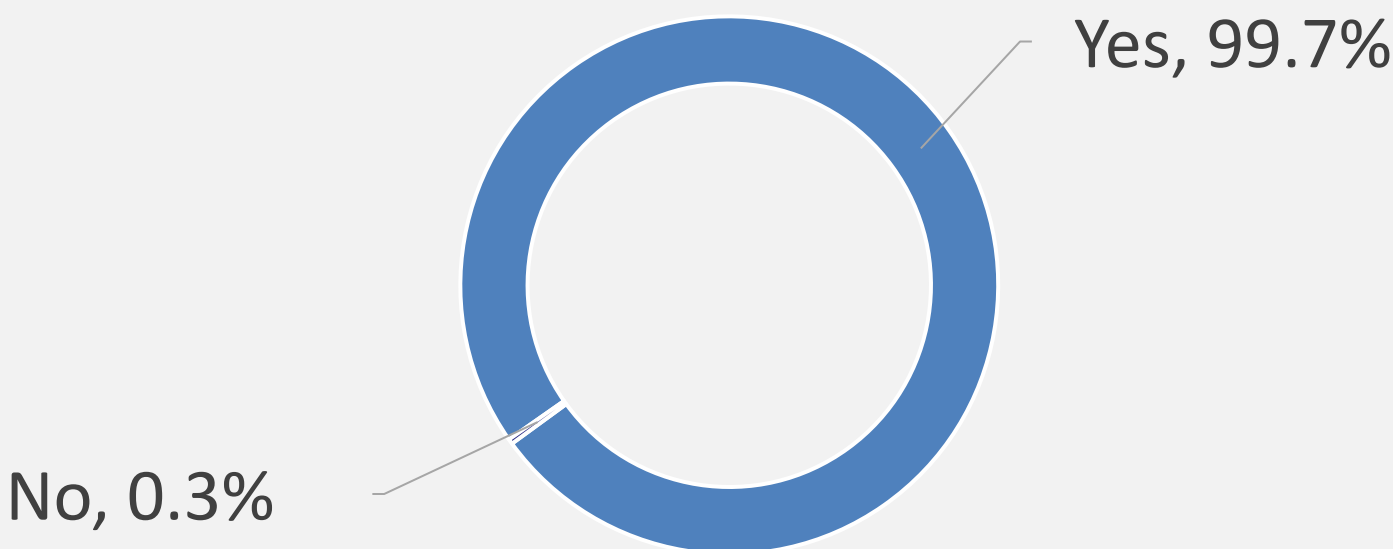


2.7 people covered by spending



\$110.09 spending per person

Would Return to Louisville



Most Liked Aspects of Louisville



9.6% Friendly locals



7.4% Bourbon



6.4% Museums

Days and Nights Spent in Louisville

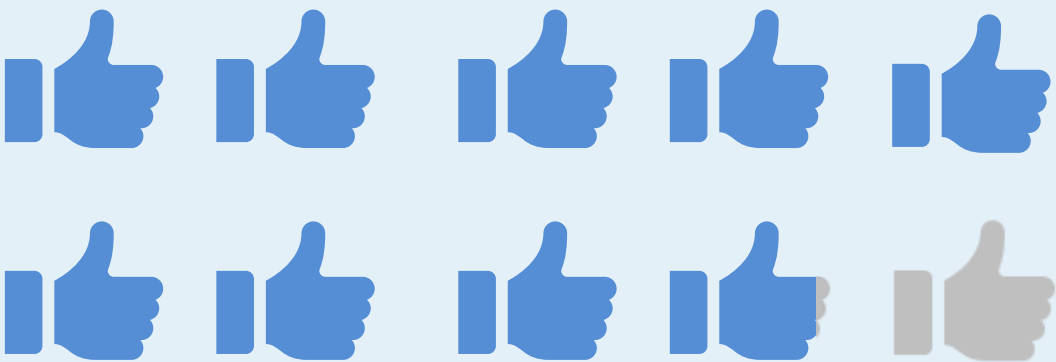
2.8 Days



2.1 Nights



Likelihood to Recommend Louisville Attractions



On average, visitors were likely to recommend the specific Louisville attraction where they were surveyed at an **8.9 out of 10**

Least Liked Aspects of Louisville



25.6% Traffic



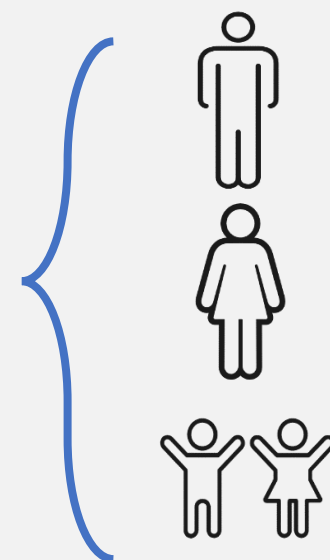
20.4% Perfect as is



12.1% Weather

Travel Group Composition

3.3 People



1.2 Male

1.3 Female

0.8 Children

LOUISVILLE-CENTRIC VISITORS

Survey respondents who did not visit a Southern Indiana community during their Louisville trip.

1,200 completed surveys.

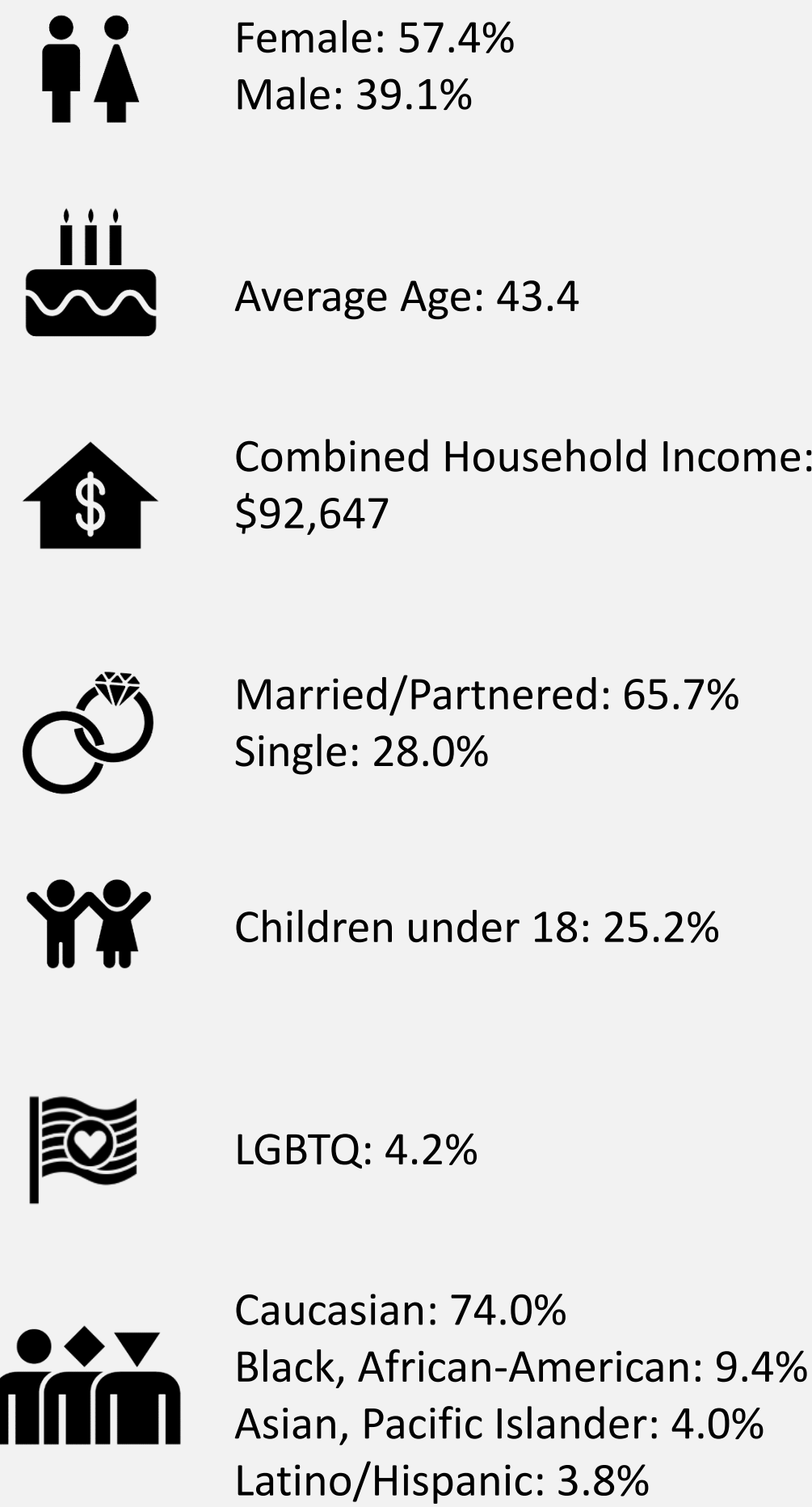
The summary at right describes the key characteristics of Louisville-Centric Visitors, including how this segment compares to Southern Indiana Visitors.

KEY CHARACTERISTICS

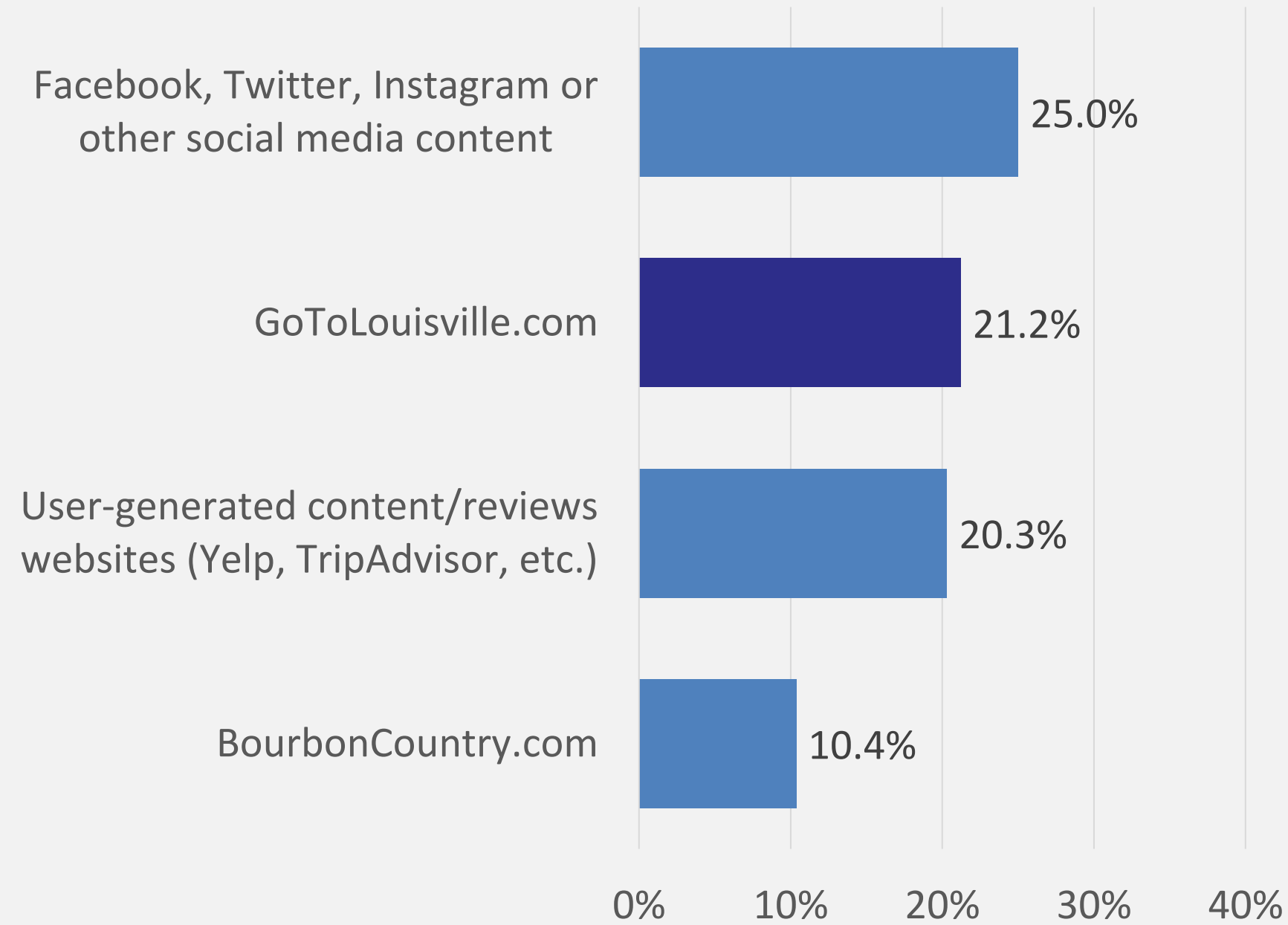
- The majority of Louisville visitors did not travel to a Southern Indiana community as part of their trip (81.1%).
- On average, Louisville-Centric visitors are 43.4 years old and have an average household income of \$92,647 (vs. \$85,065 for Southern Indiana visitors). 65.7 percent are married or partnered and one-quarter (25.2%) have children under the age of 18.
- Louisville-Centric visitors were less likely to use social media to plan their trip (25.0% vs. 33.5% for Southern Indiana visitors), yet used GoToLouisville.com at a similar rate (21.2% vs. 20.0% for Southern Indiana visitors).
- Nearly three-quarters of Louisville-Centric visitors were returning visitors (73.7%) and average 8.4 past visits to Louisville.
- While Louisville-Centric visitors were less active compared to Southern Indiana visitors, they were more likely to participate in bourbon tasting, a distillery tour or a sporting event.
- One-in-five or more visited the Louisville Slugger Museum & Factory (25.8%) and Fourth Street Live! (21.3%).
- On average, Louisville-Centric visitors spent \$285 per travel party, per day (vs. \$294 for Southern Indiana visitors).

LOUISVILLE-CENTRIC VISITORS *Who they are*

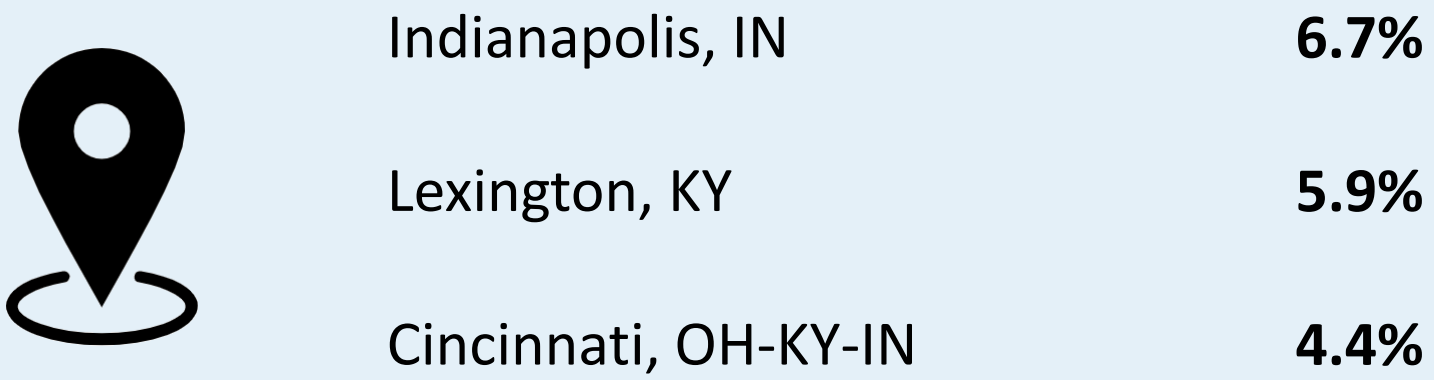
DEMOGRAPHICS:



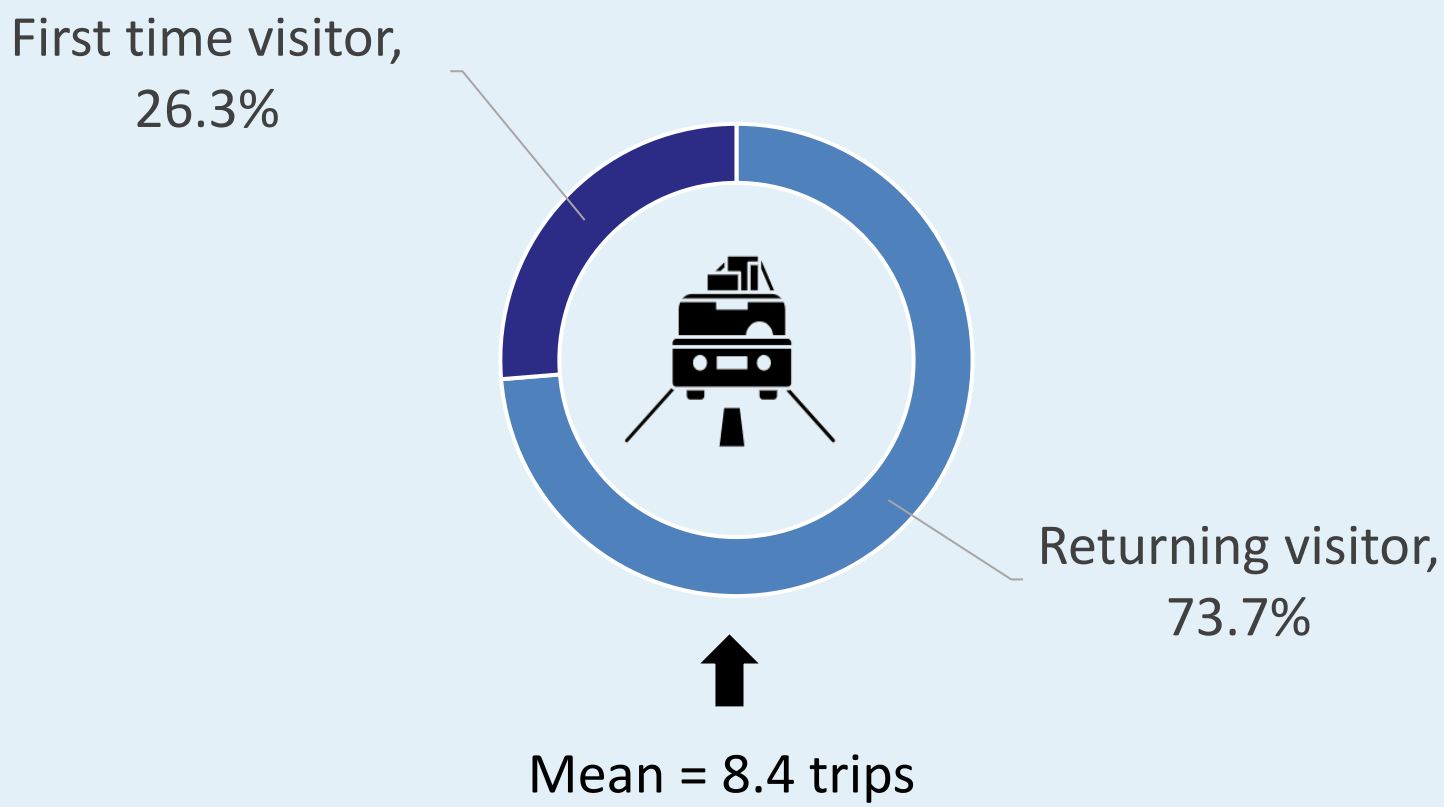
Resources Used to Plan Trip Before Arrival



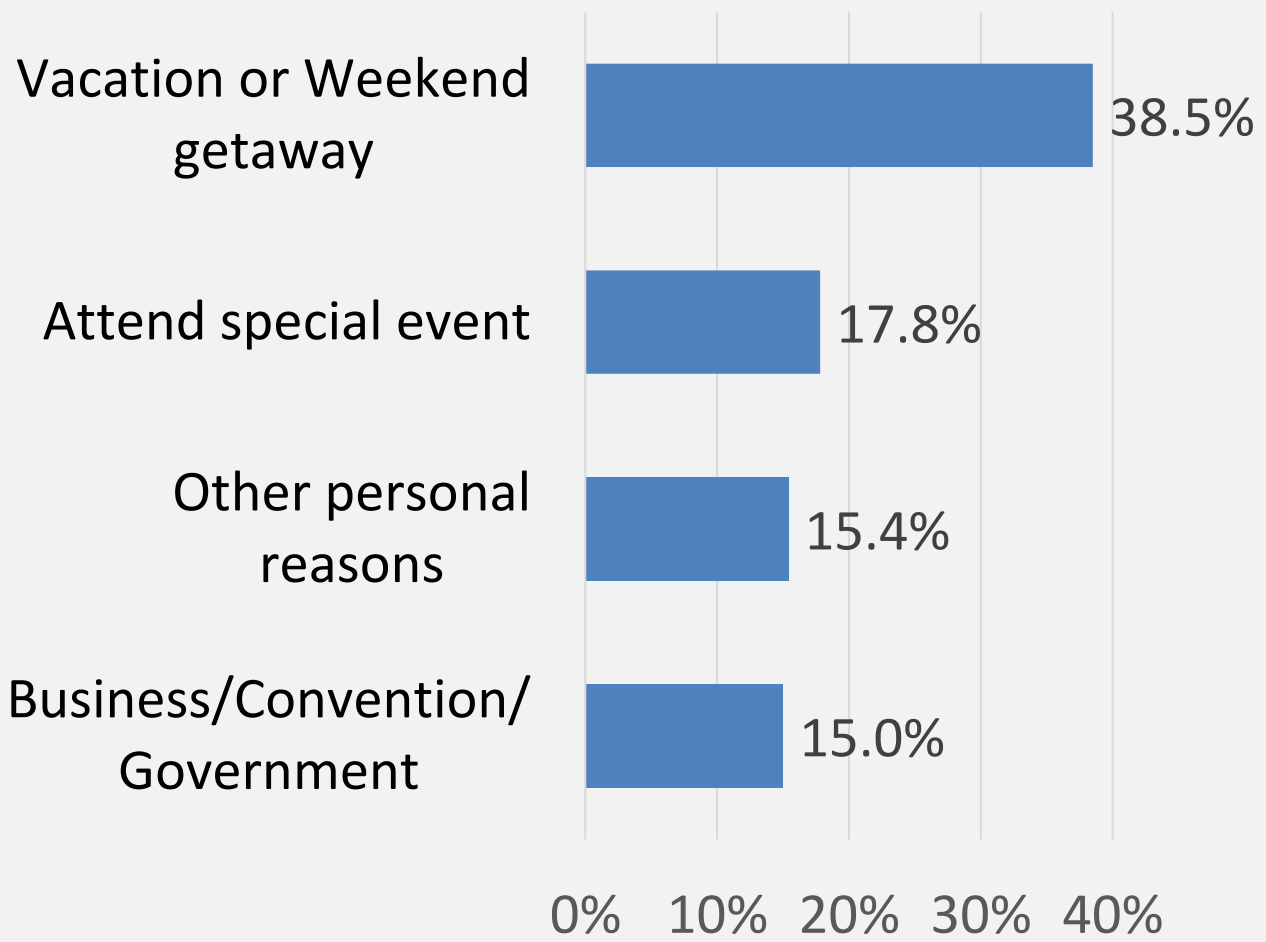
Top Markets of Origin



Past Visitation to Louisville



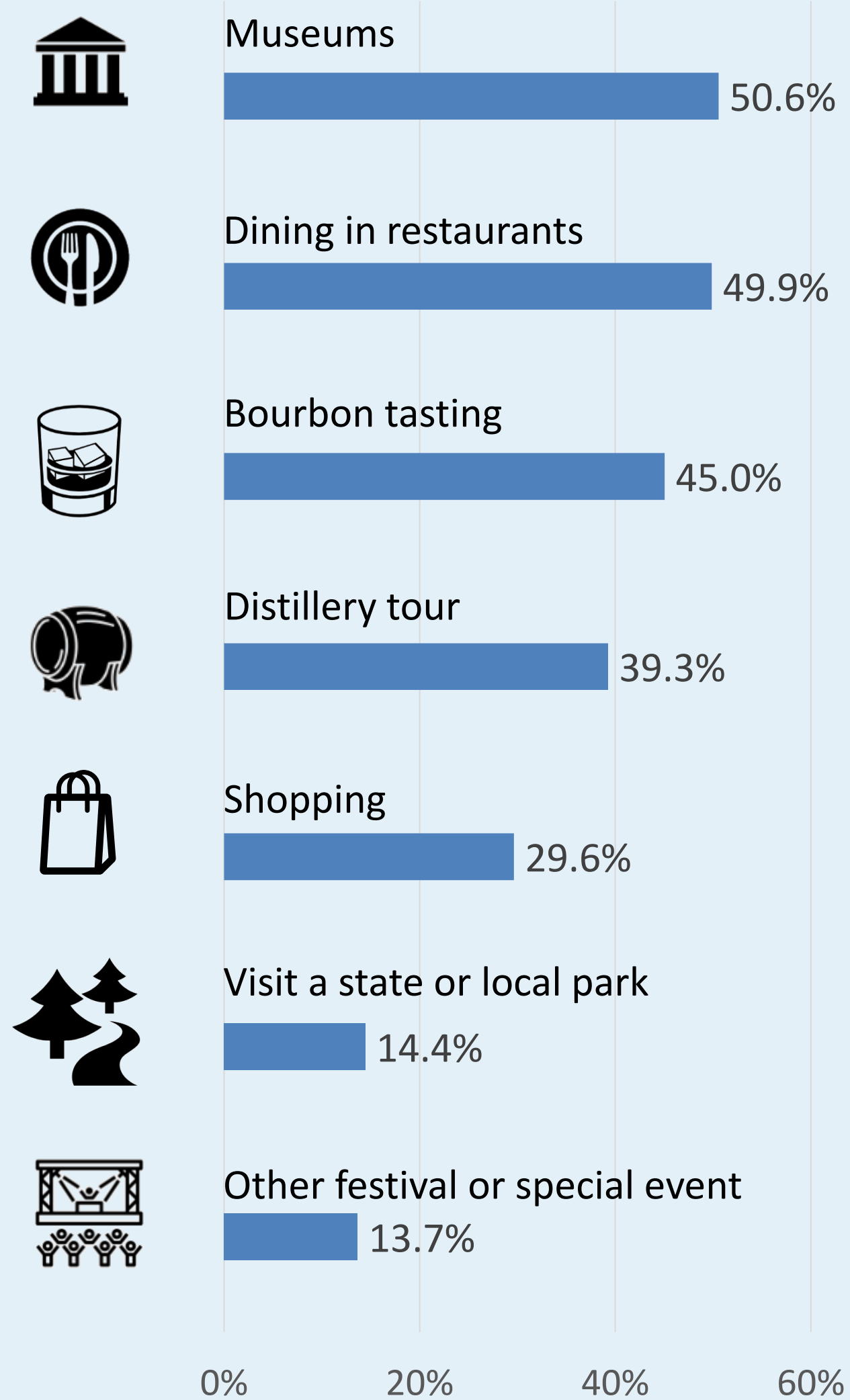
Top Reasons for Visiting



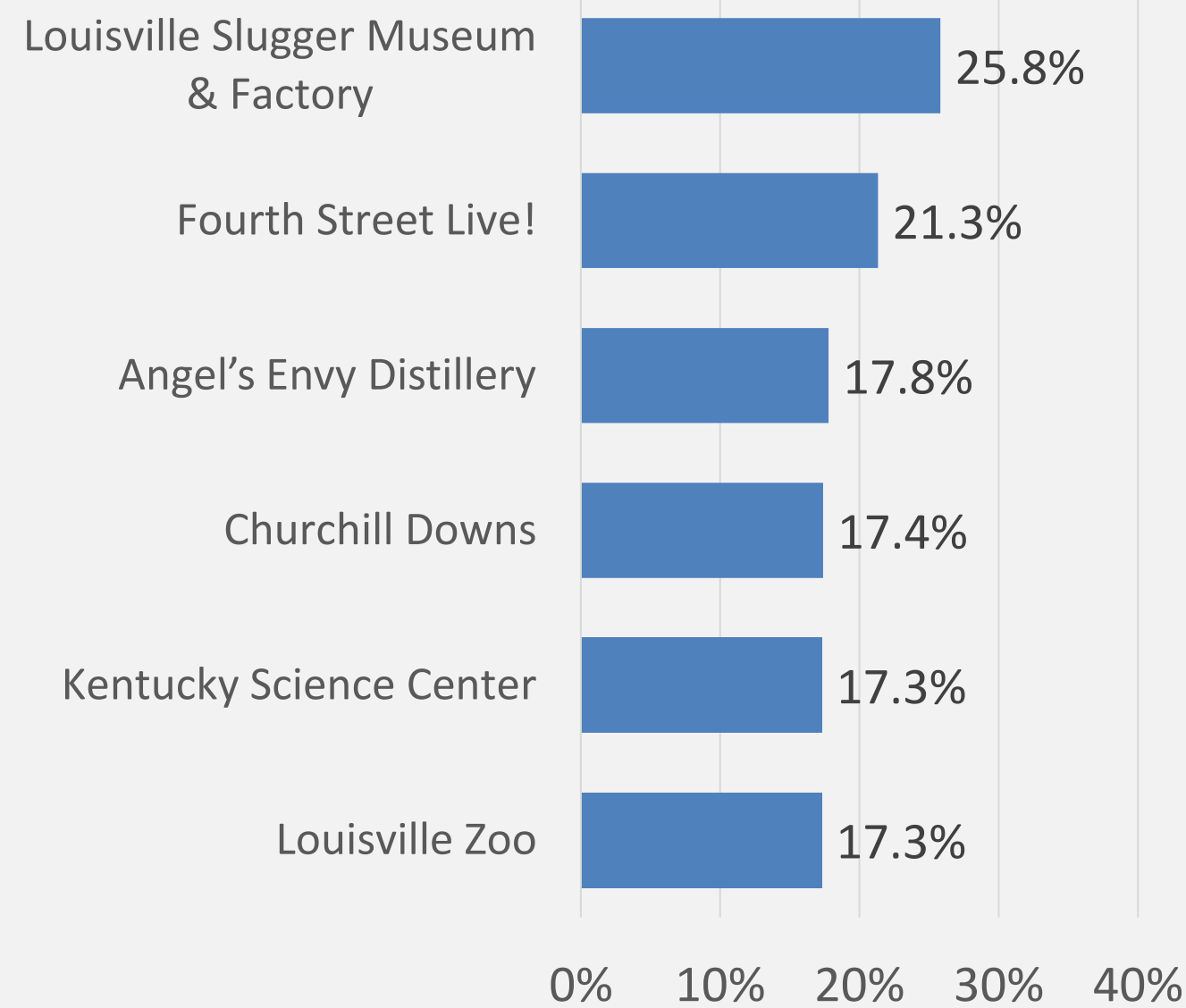
LOUISVILLE-CENTRIC VISITORS

Louisville Trip Details

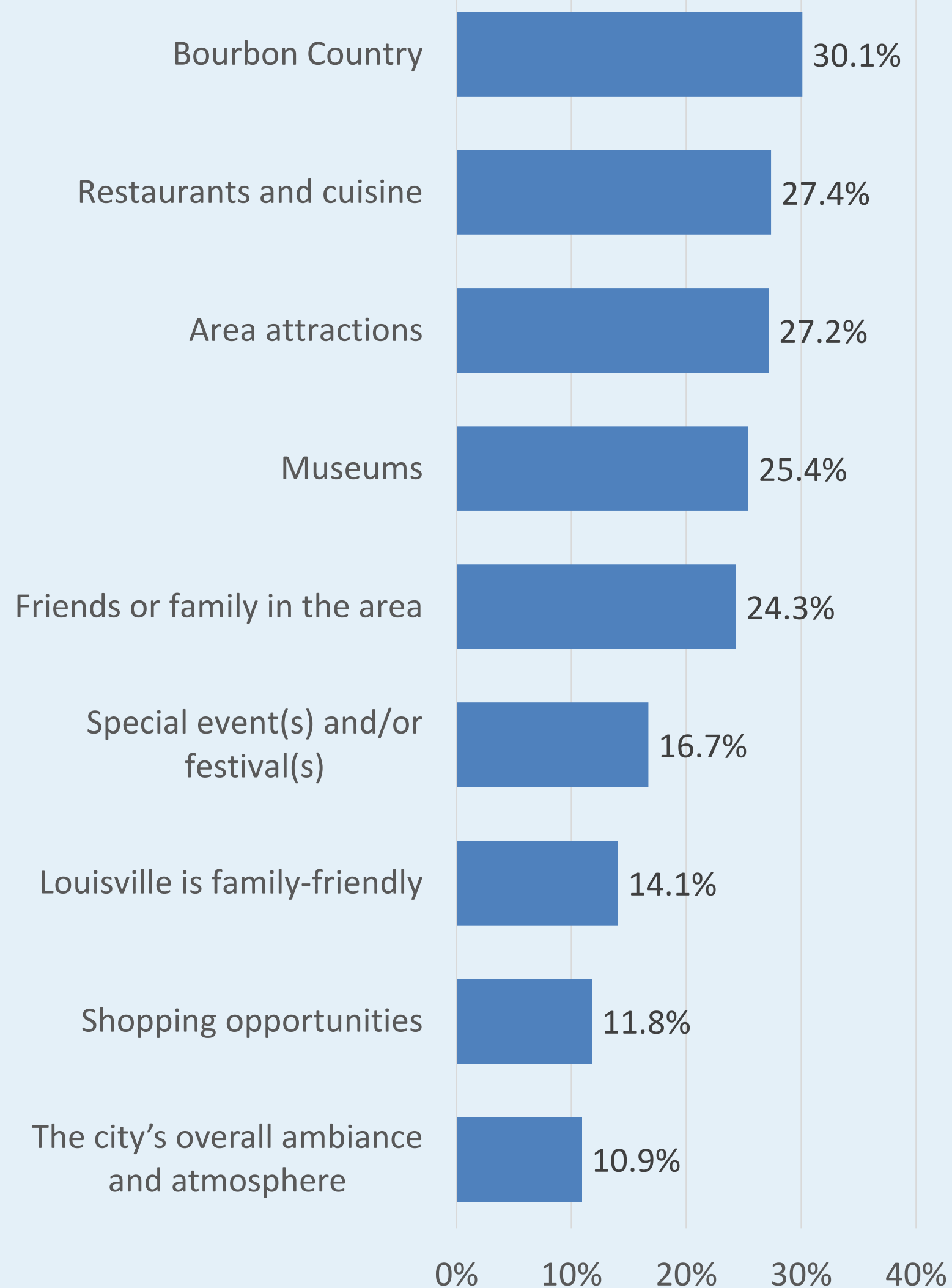
Top Activities



Top Attractions



Factors Important to Decision to Visit



LOUISVILLE-CENTRIC VISITORS

Louisville Trip Details

Spending Per Day



Total Spending **\$284.56**

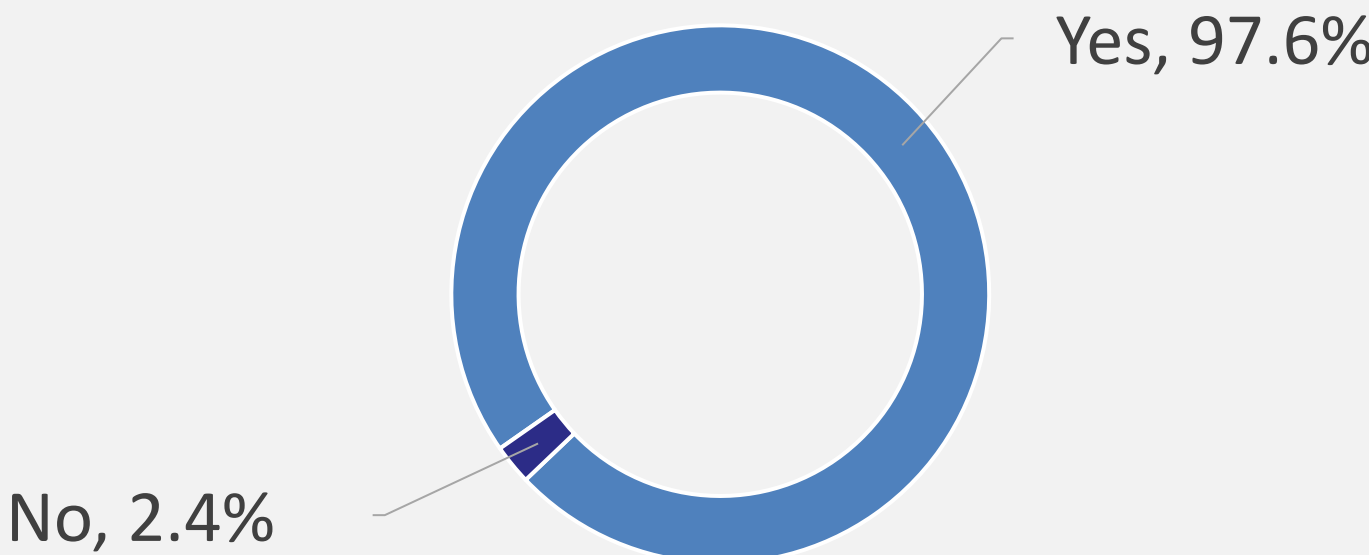


2.8 people covered by spending



\$102.50 spending per person

Would Return to Louisville



Most Liked Aspects of Louisville



12.6% Friendly locals



9.6% Bourbon



8.1% Lots to do

Days and Nights Spent in Louisville

2.6 Days



2.1 Nights



Likelihood to Recommend Louisville Attractions



On average, visitors were likely to recommend the specific Louisville attraction where they were surveyed at an **8.8 out of 10**

Least Liked Aspects of Louisville



25.2% Perfect as is



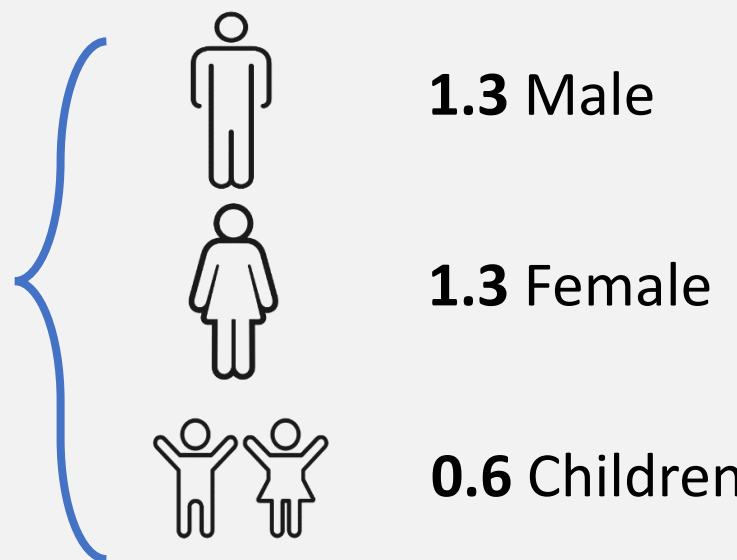
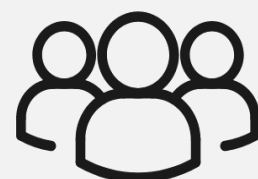
24.6% Traffic



11.7% Weather

Travel Group Composition

3.2
People



THE BOURBON AFICIONADO

Survey respondents who stated that Bourbon Country was important to their decision in taking a trip to Louisville.

497 completed surveys.

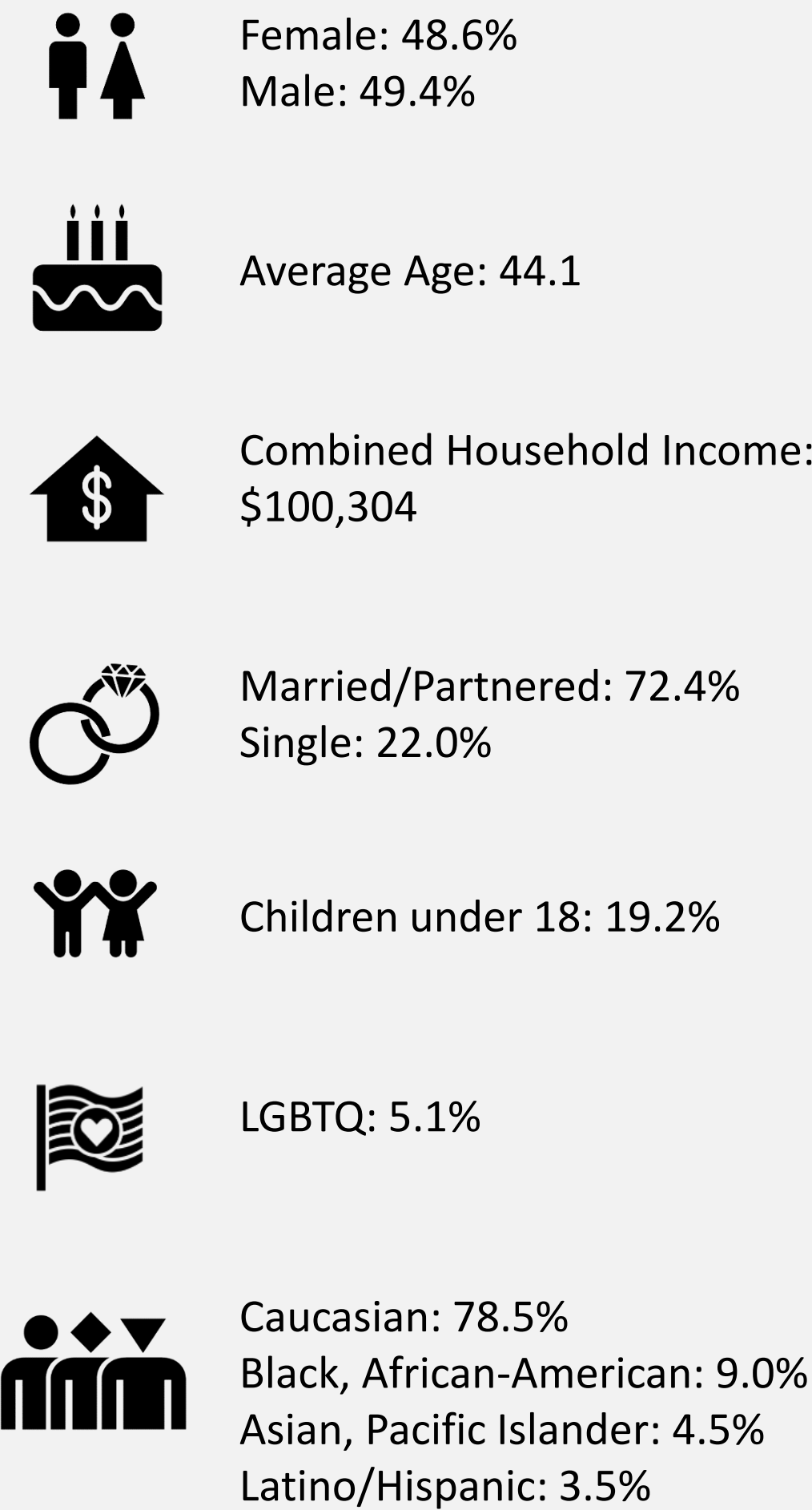
The summary at right describes the key characteristics of the Bourbon Aficionado.

KEY CHARACTERISTICS

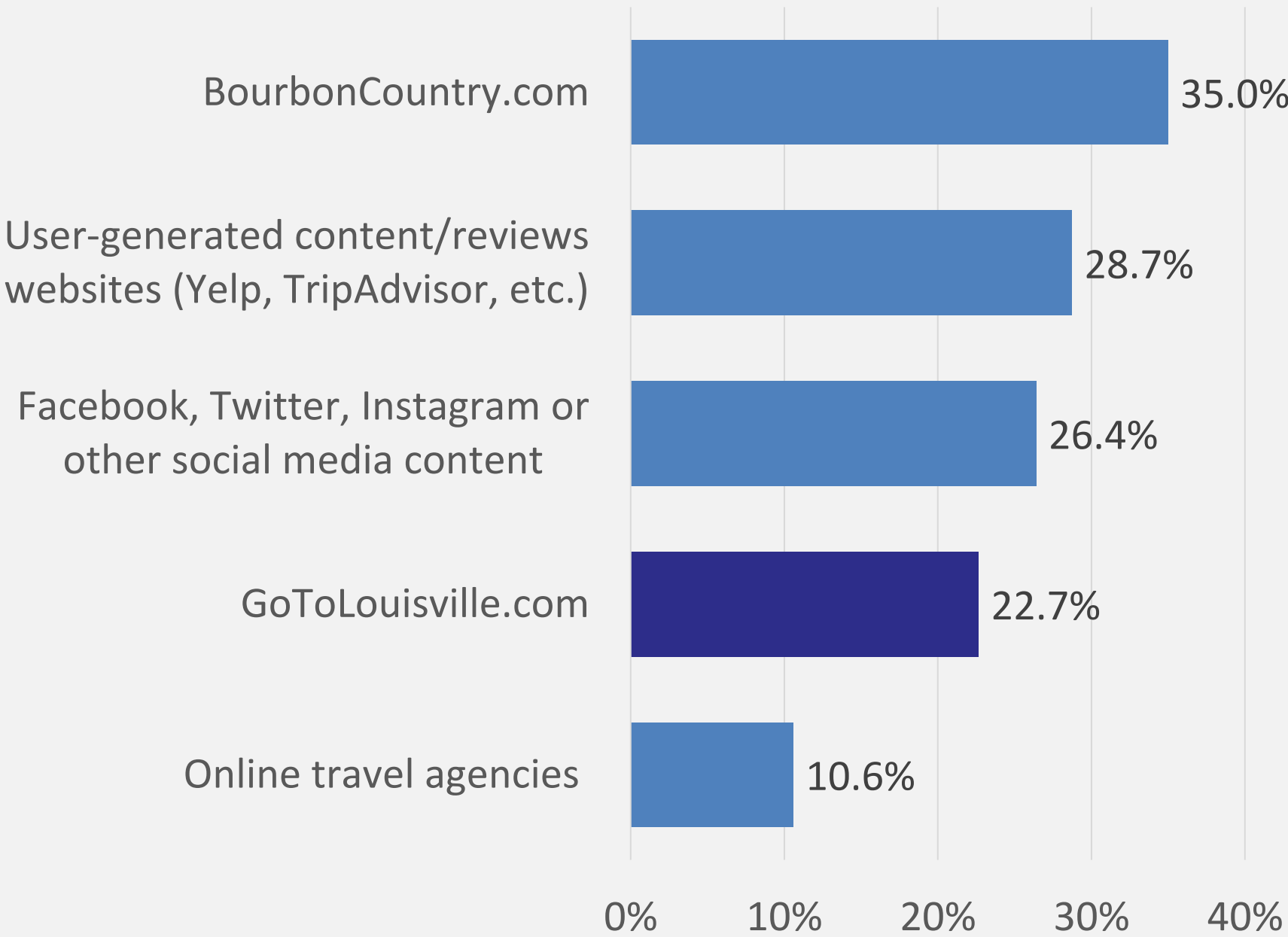
- Bourbon Aficionados are 44.1 years old on average, with a typical household income of \$100,304. About three-quarters are married or partnered (72.4%) and one-in-five have children under the age of 18 (19.2%).
- Over a third used BourbonCountry.com as a planning resource (35.0%) for their Louisville trip, and more than one-in-five used GoToLouisville.com (22.7%).
- Two-thirds of Bourbon Aficionados were returning visitors (65.2%), averaging 5.1 past visits to Louisville.
- Bourbon Aficionados top Louisville trip activities were bourbon tasting and distillery tours, followed by dining in restaurants.
- Aligning with their top trip activities, Bourbon Aficionados frequented Angel's Envy Distillery, Old Forester Distillery and Evan Williams Bourbon Experience.
- Their daily travel party spending in Louisville was \$365.

THE BOURBON AFICIONADO *Who they are*

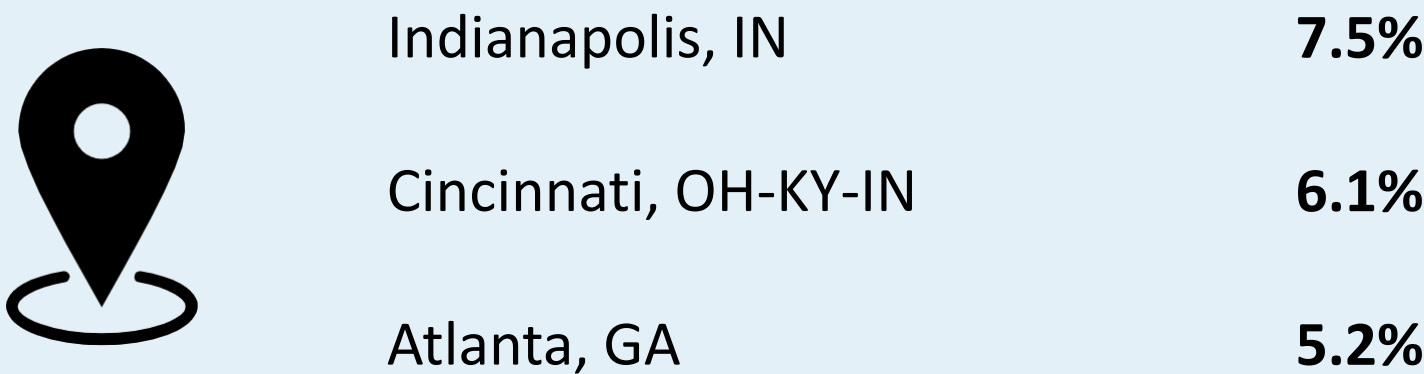
DEMOGRAPHICS:



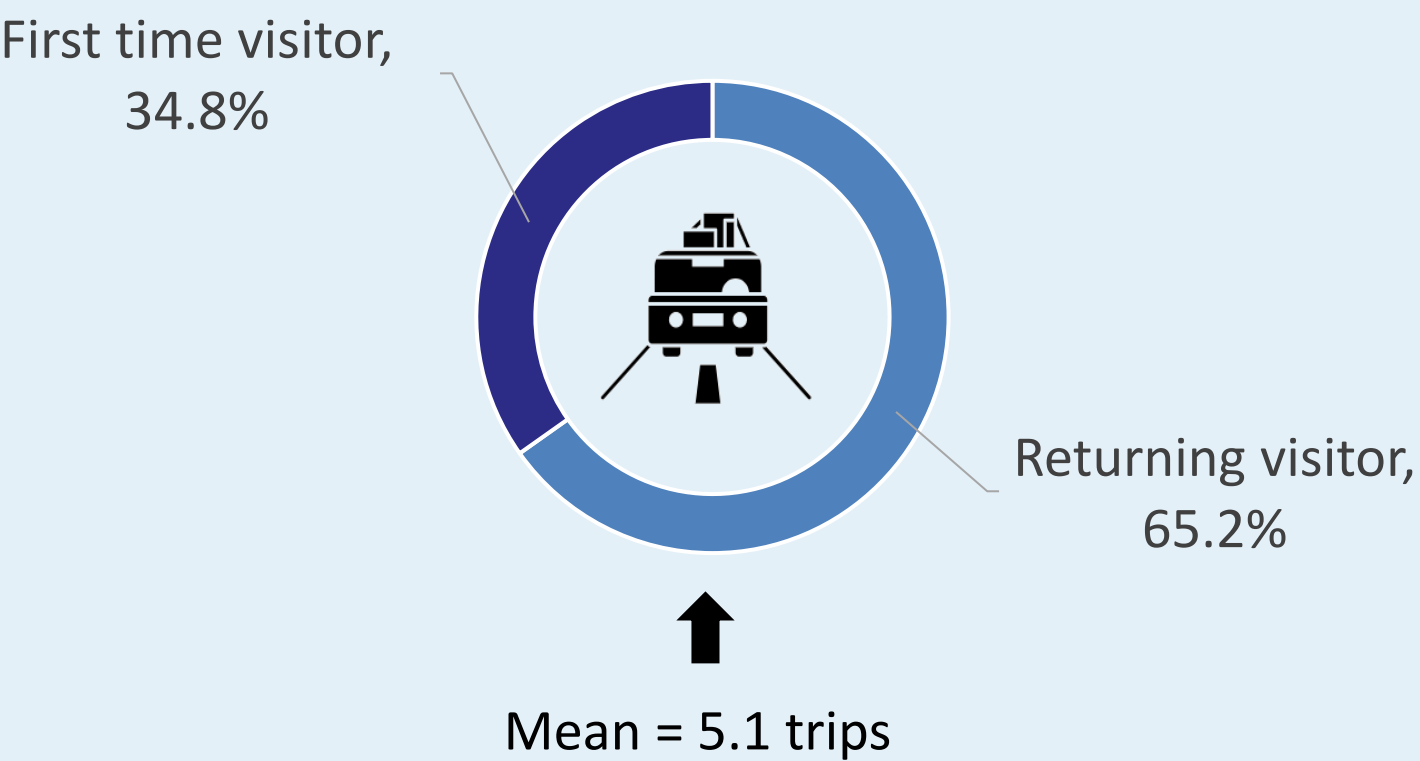
Resources Used to Plan Trip Before Arrival



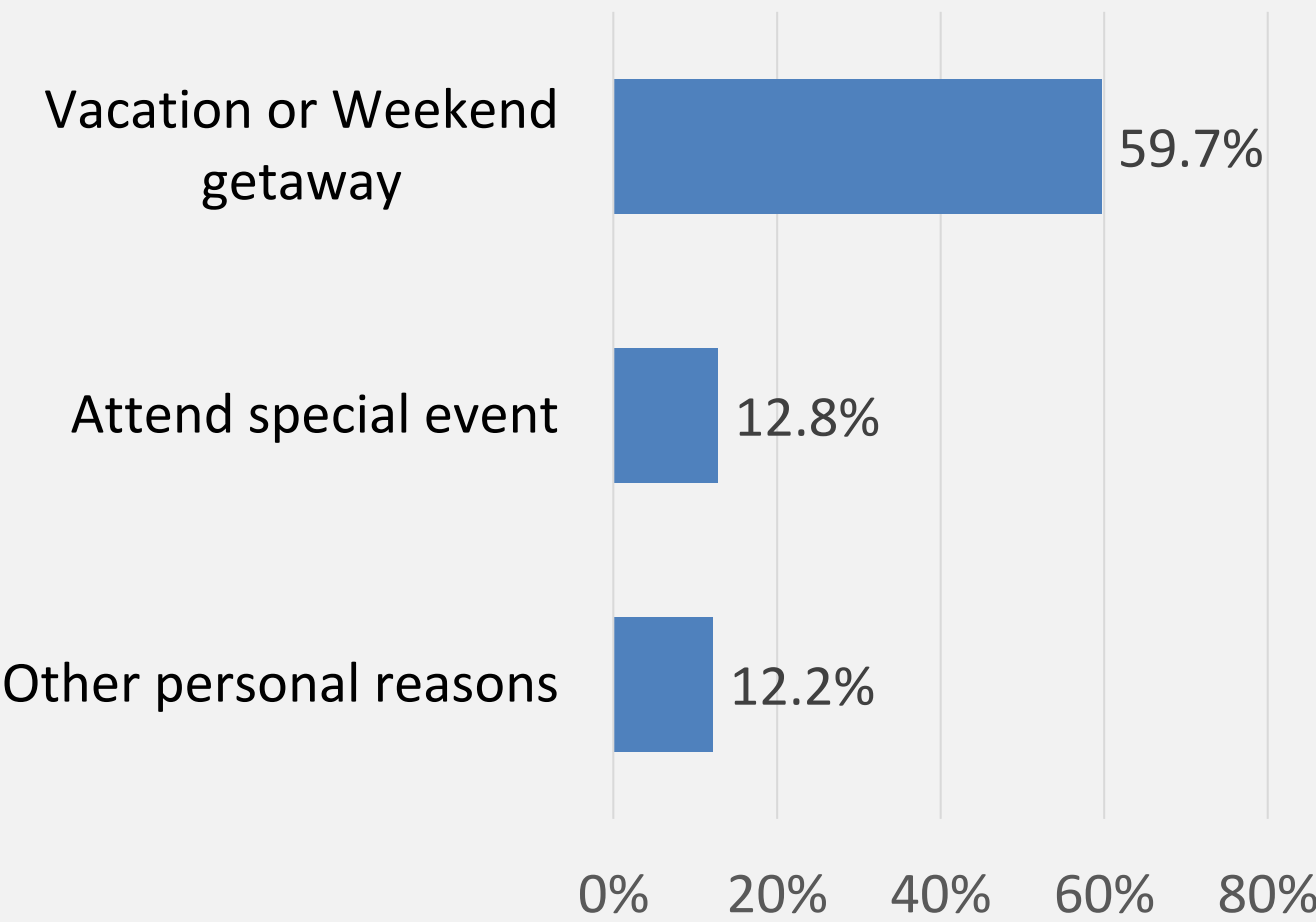
Top Markets of Origin



Past Visitation to Louisville



Top Reasons for Visiting

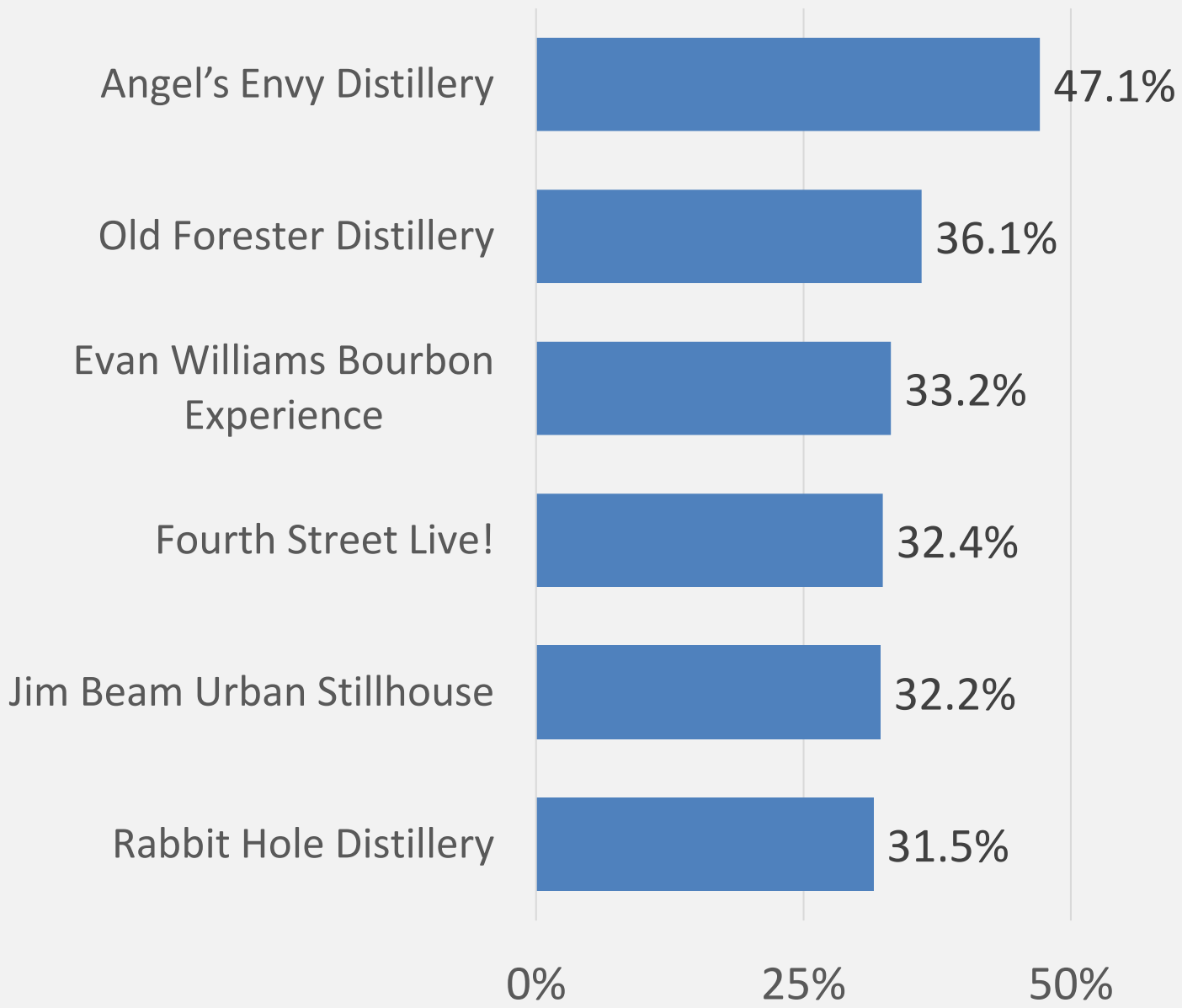


THE BOURBON AFICIONADO *Louisville Trip Details*

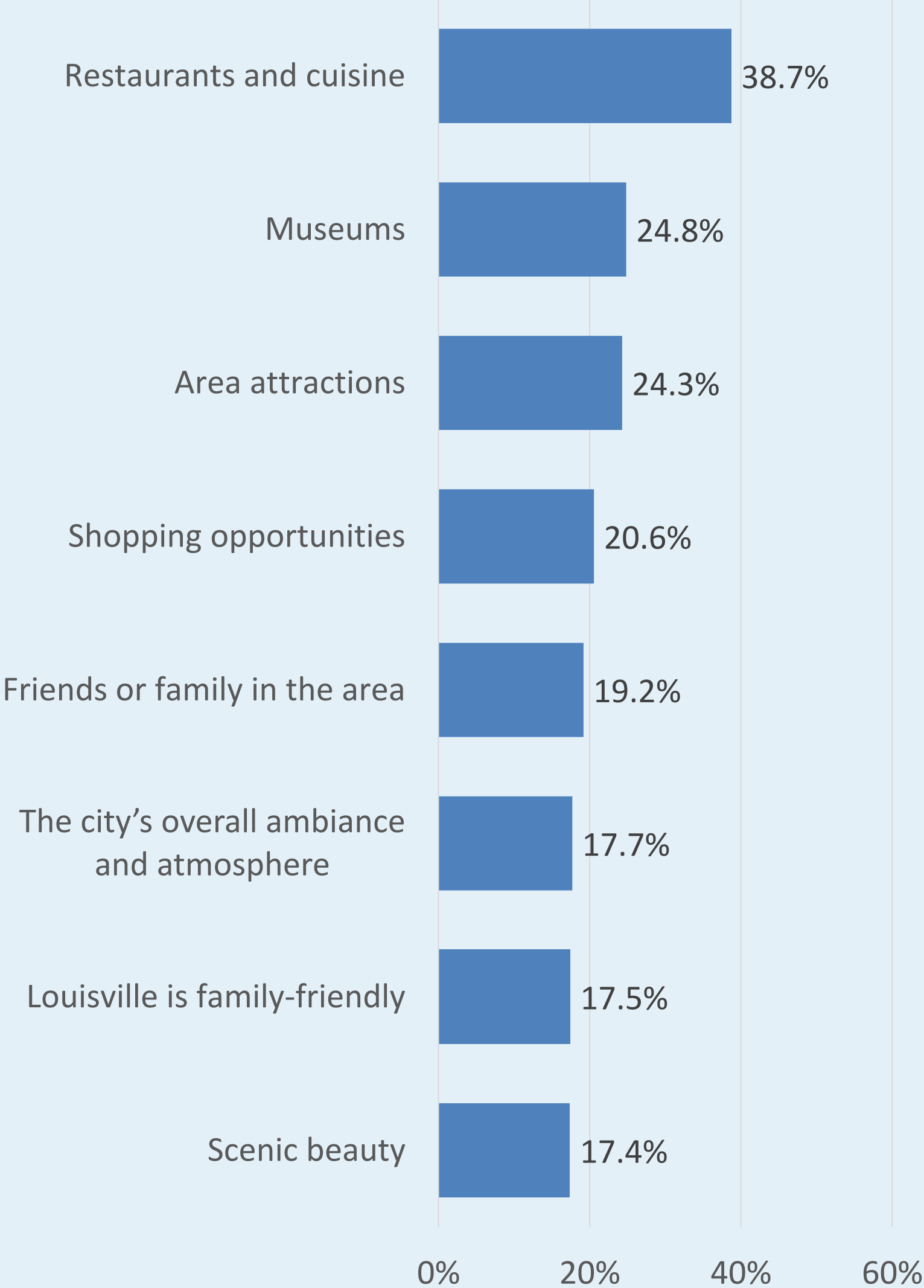
Top Activities



Top Attractions



Factors Important to Decision to Visit



THE BOURBON AFICIONADO *Louisville Trip Details*

Spending Per Day



Total Spending **\$365.24**

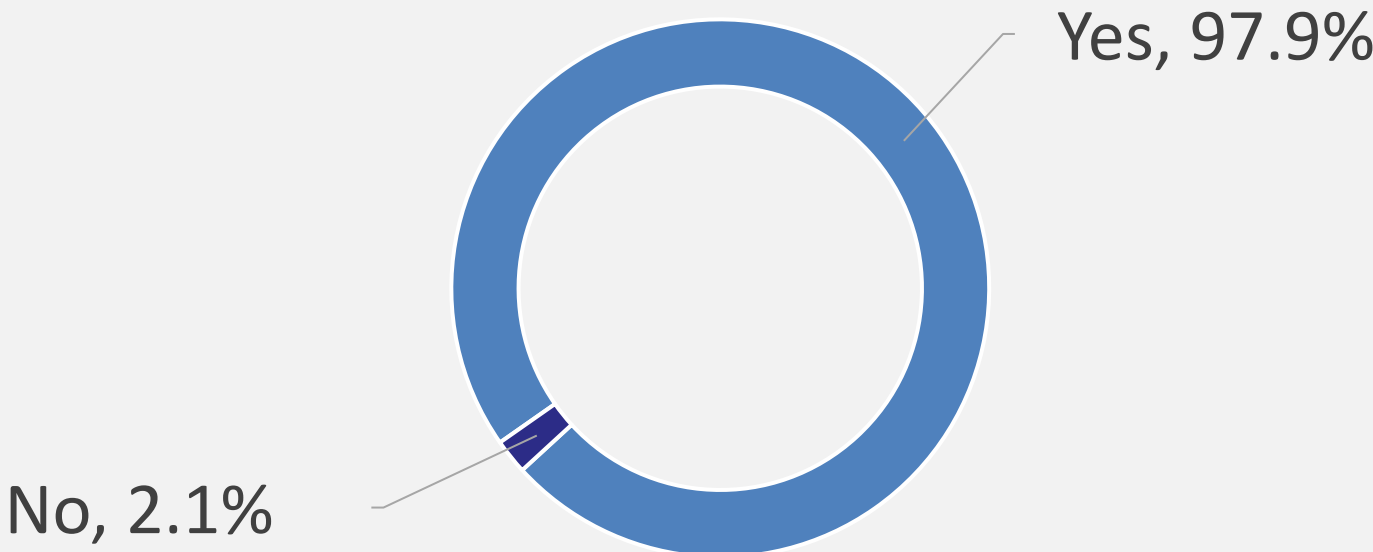


2.5 people covered by spending



\$148.56 spending per person

Would Return to Louisville



Most Liked Aspects of Louisville



23.4% Bourbon



10.1% Friendly locals



8.0% Lots to do

Days and Nights Spent in Louisville

2.6 Days

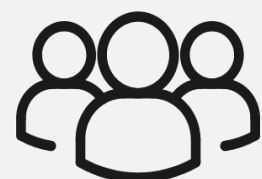


1.9 Nights



Travel Group Composition

2.9
People



1.6 Male



1.1 Female



0.2 Children

Likelihood to Recommend Louisville Attractions



On average, visitors were likely to recommend the specific Louisville attraction where they were surveyed at an **9.0 out of 10**

Least Liked Aspects of Louisville



27.7% Perfect as is



15.2% Traffic



14.4% Weather



THE FOOD OBSESSED TRAVELER

Survey respondents who stated that restaurants and cuisine were important to their decision in taking a trip to Louisville.

465 completed surveys.

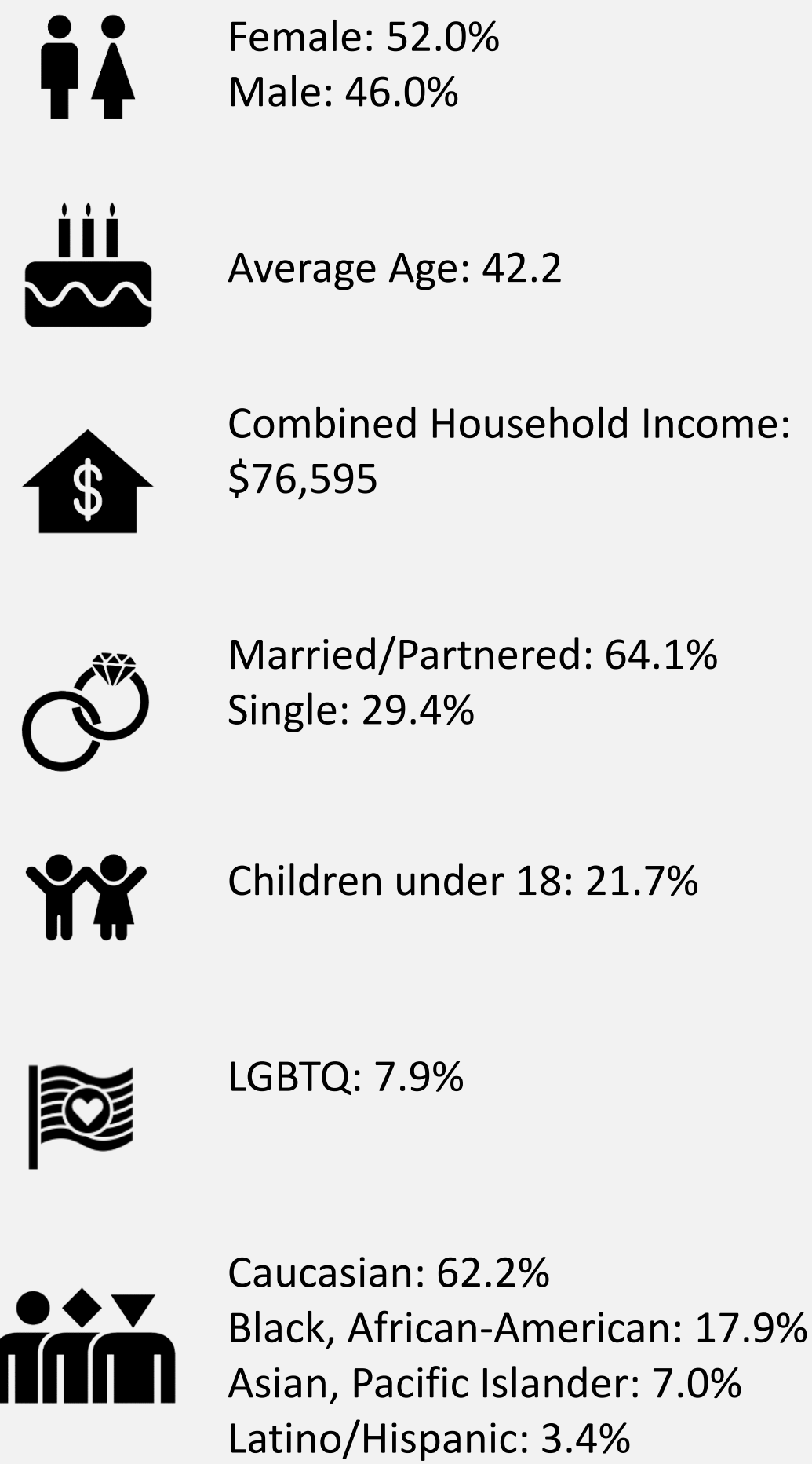
The summary at right describes the key characteristics of the Food Obsessed Traveler.

KEY CHARACTERISTICS

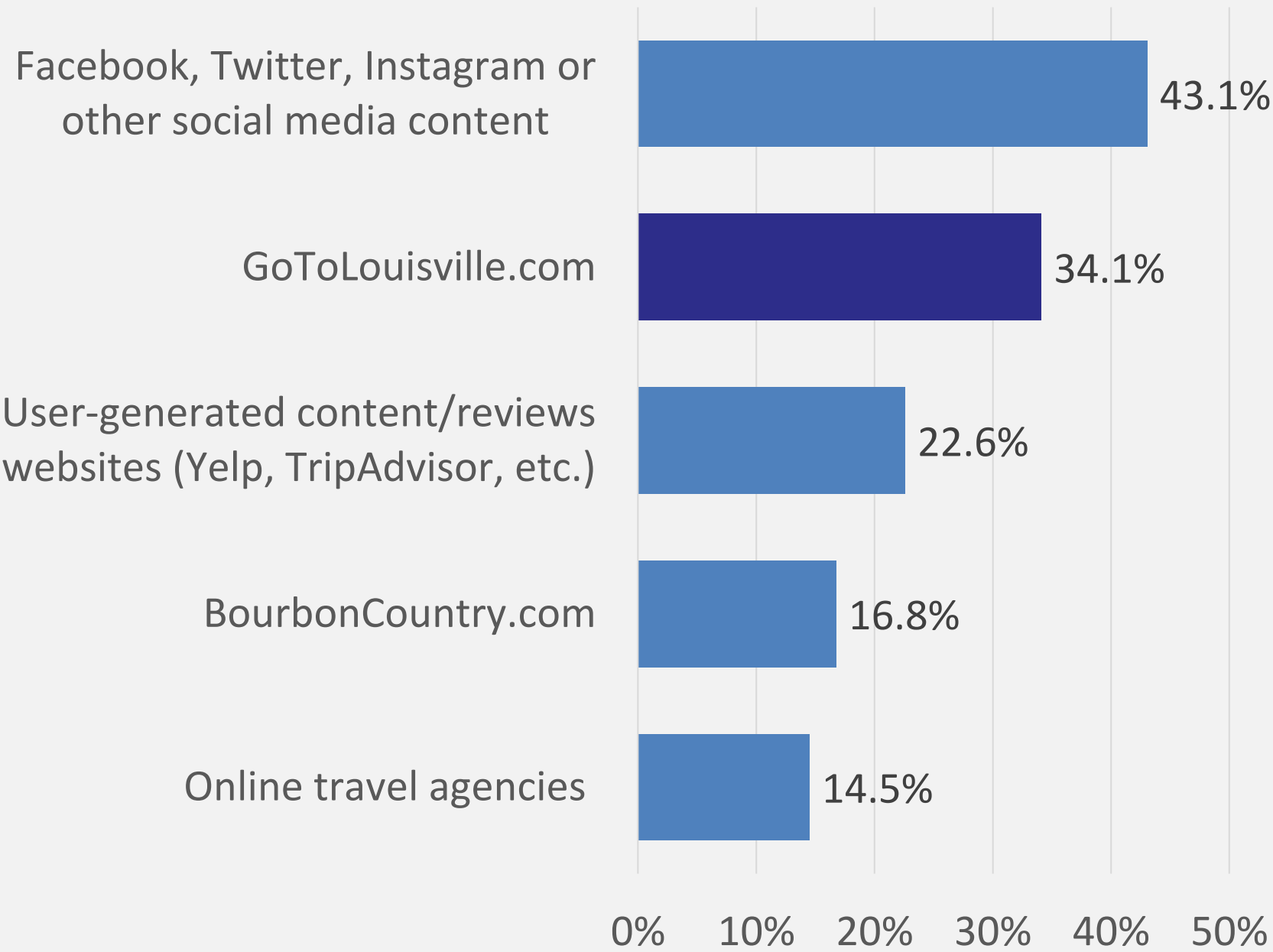
- Food Obsessed Travelers are 42.2 years old with an average household income of \$76,595. About two-thirds are married or partnered (64.1%) and, similar to Bourbon Aficionados, one-in-five have children under the age of 18 (21.7%).
- Over 40 percent of Food Obsessed Travelers turned to social media (43.1%) to plan their Louisville trip, followed by one-third who used GoToLouisville.com (34.1%).
- One-in-ten of Louisville's Food Obsessed Travelers resides in Indianapolis, IN (10.5%).
- The majority of Food Obsessed Travelers were returning visitors (82.7%) and average 7.6 past visits to Louisville.
- Food Obsessed Travelers' top activities in Louisville were dining in restaurants, visiting museums and shopping.
- 40 percent or more Food Obsessed Travelers visited Fourth Street Live! and Big Four Pedestrian Bridge during their trip.
- Their daily travel party spending was \$394, of which \$93 was attributed to restaurants.

THE FOOD OBSESSED TRAVELER *Who they are*

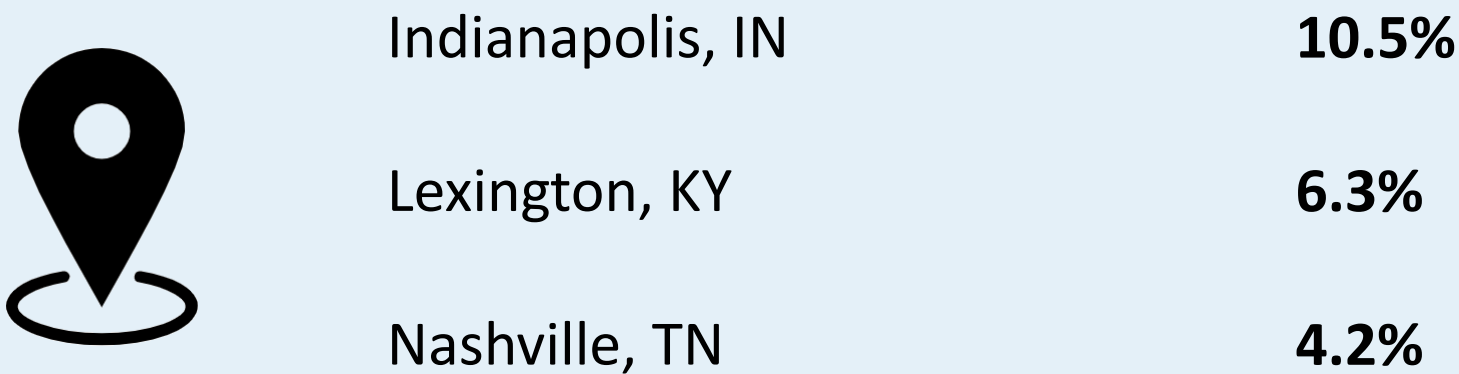
DEMOGRAPHICS:



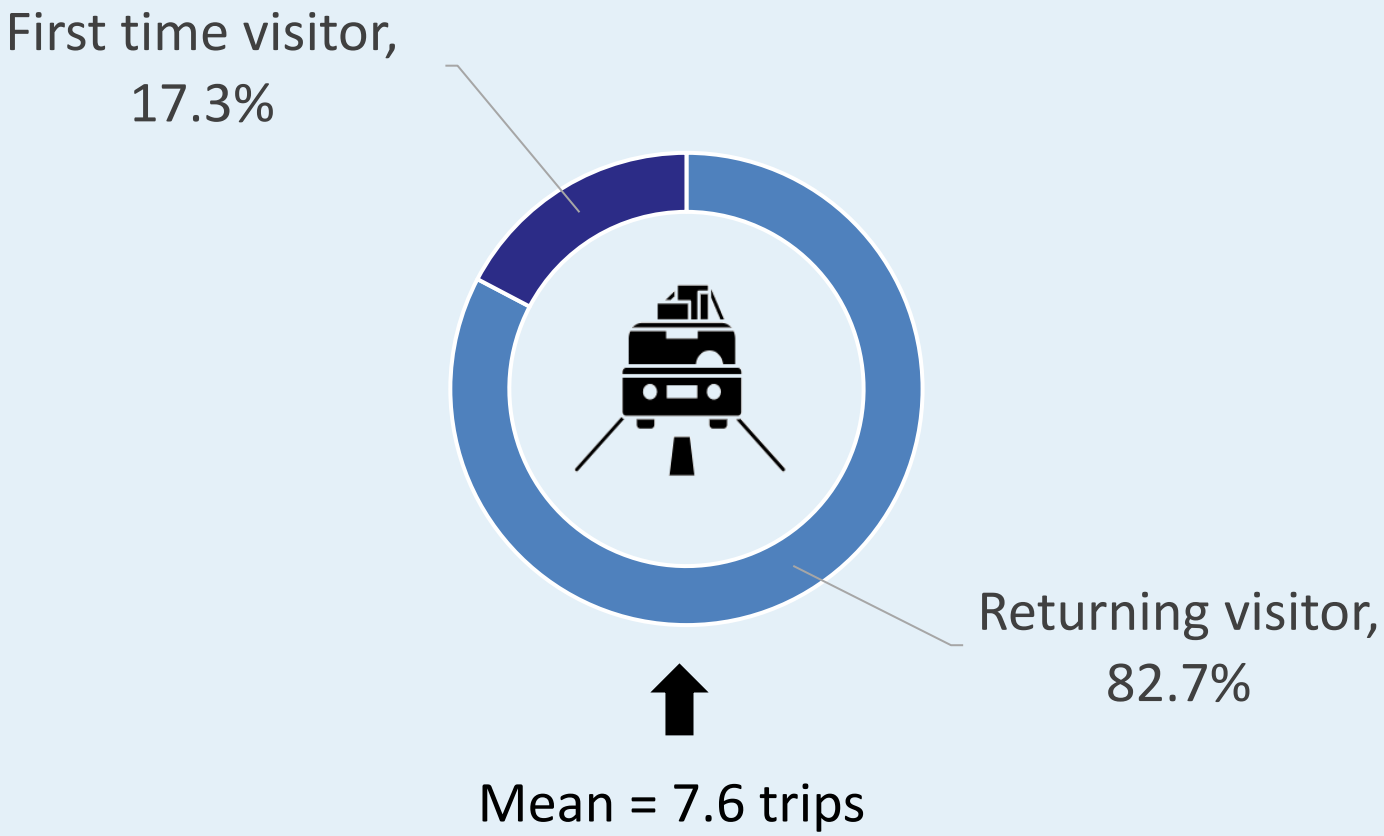
Resources Used to Plan Trip Before Arrival



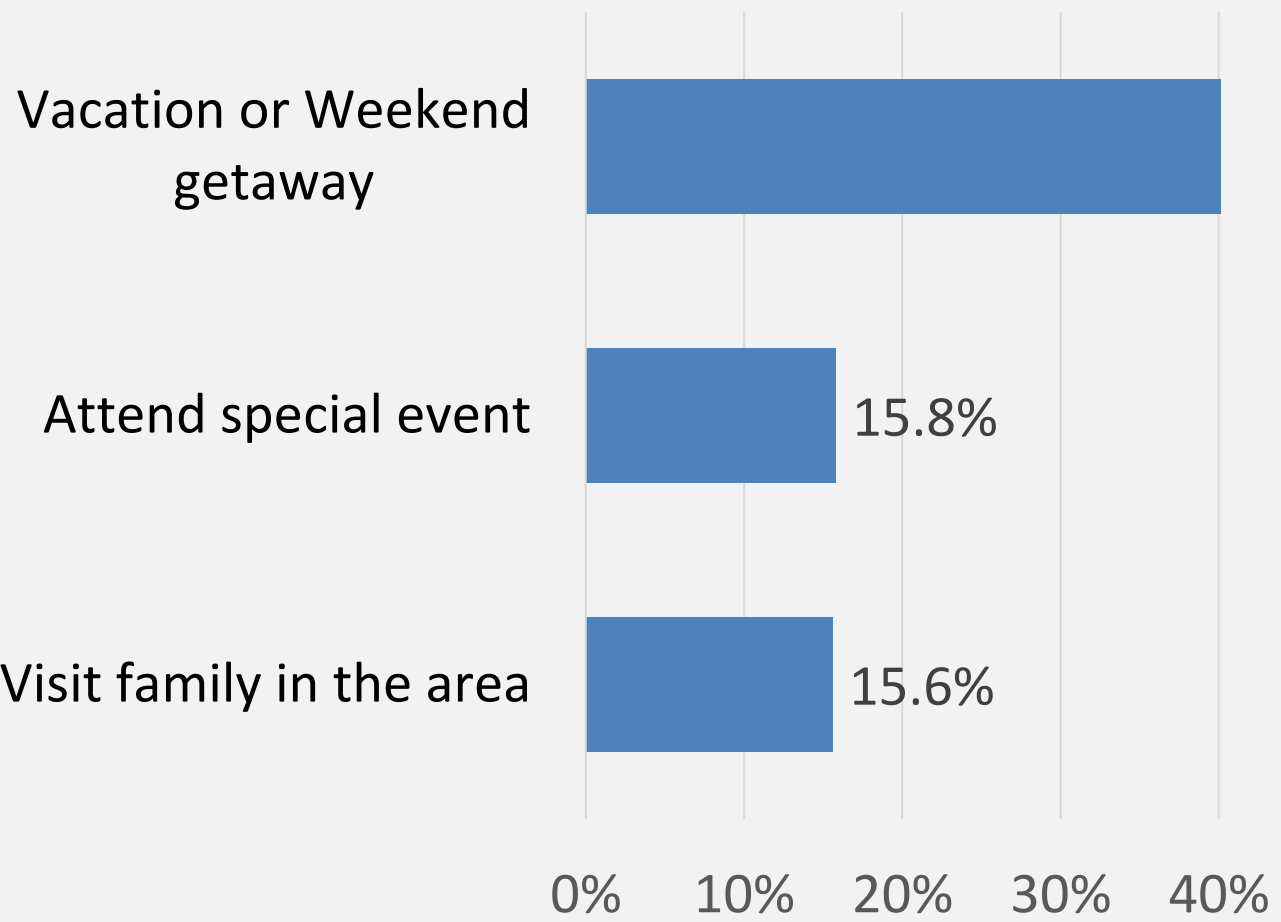
Top Markets of Origin



Past Visitation to Louisville



Top Reasons for Visiting



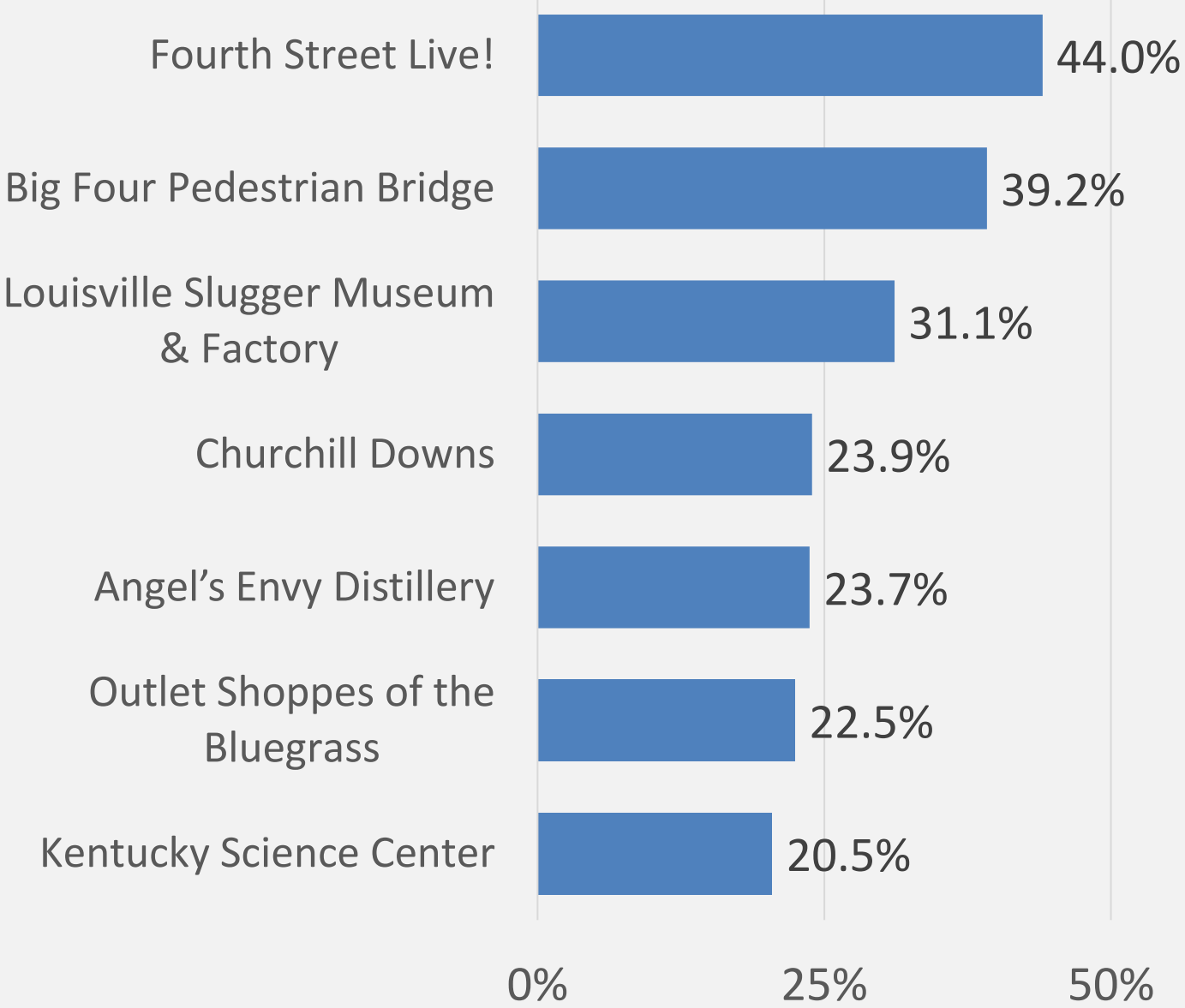
THE FOOD OBSESSED TRAVELER

Louisville Trip Details

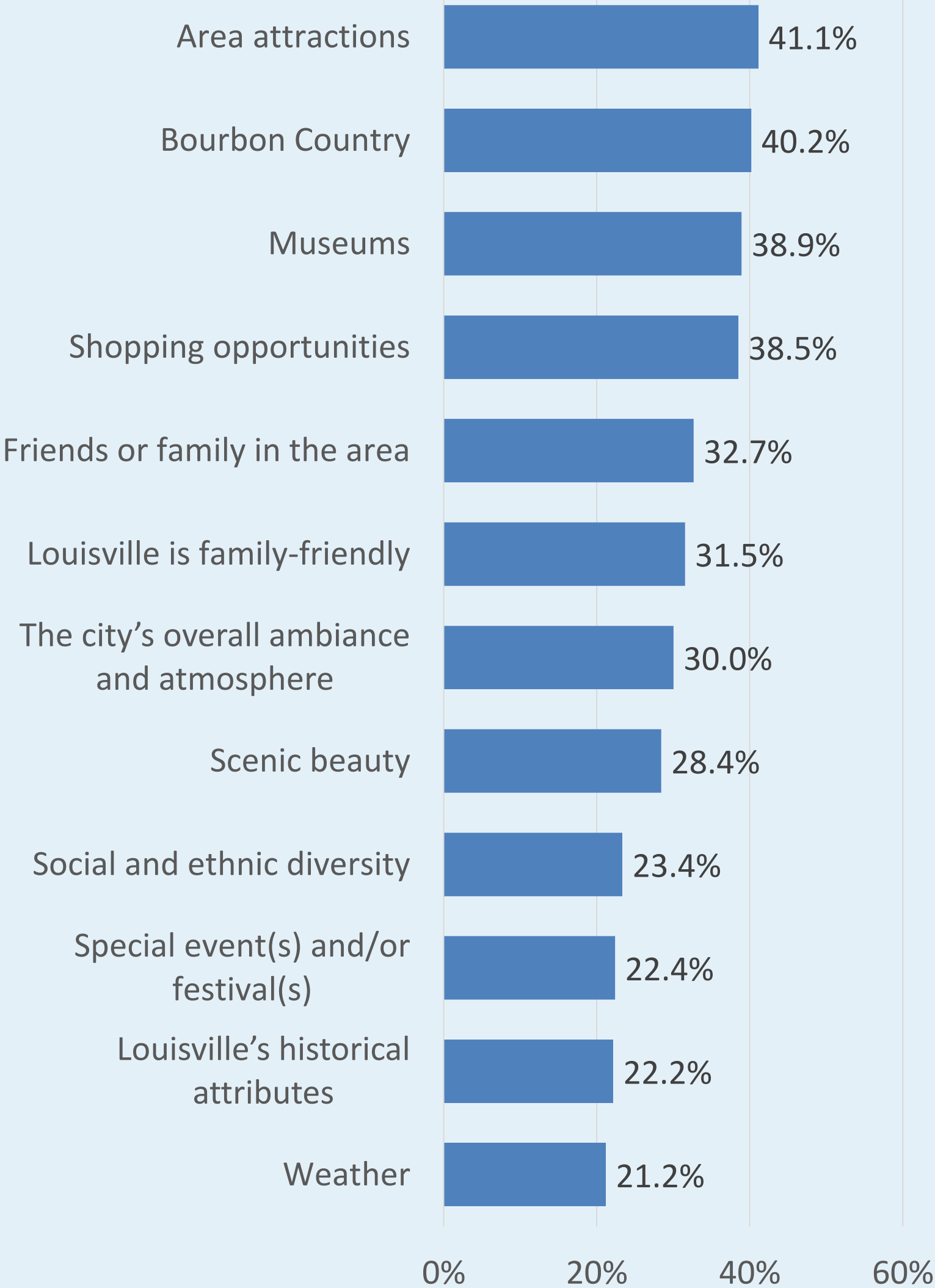
Top Activities



Top Attractions



Factors Important to Decision to Visit



THE FOOD OBSESSED TRAVELER

Louisville Trip Details

Spending Per Day



Total Spending **\$394.30**

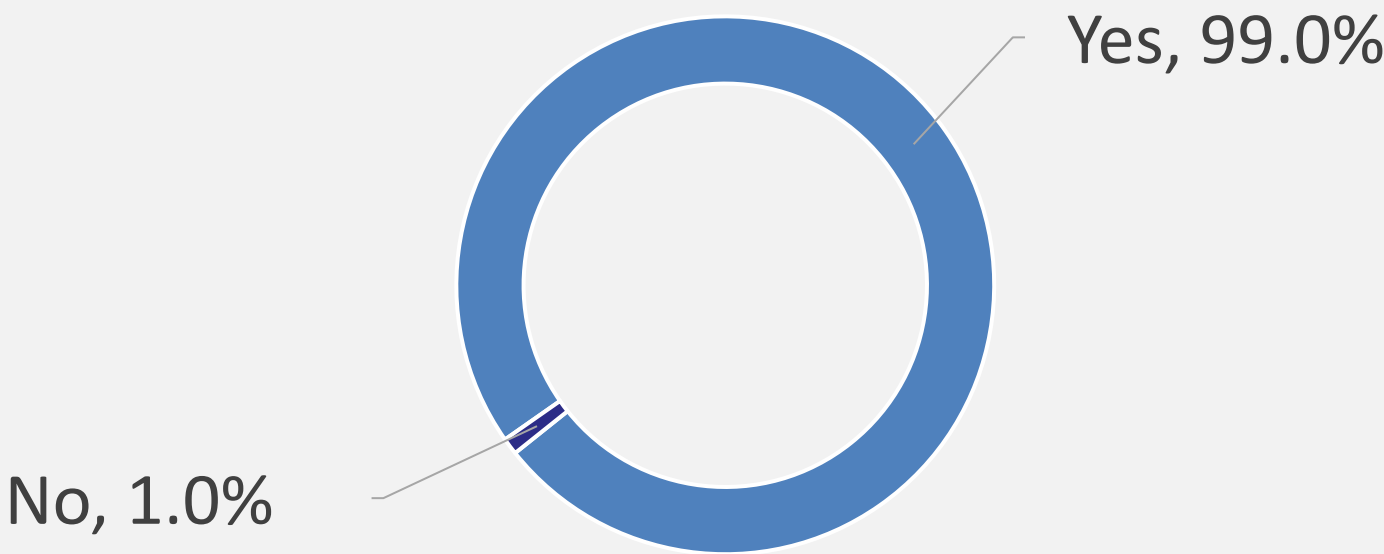


2.7 people covered by spending



\$146.04 spending per person

Would Return to Louisville



Most Liked Aspects of Louisville



12.9% Friendly locals



9.8% Lots to do



8.7% Bourbon

Days and Nights Spent in Louisville

2.7 Days



2.1 Nights



Likelihood to Recommend Louisville Attractions



On average, visitors were likely to recommend the specific Louisville attraction where they were surveyed at an **8.7 out of 10**

Least Liked Aspects of Louisville



19.7% Traffic



18.6% Weather



18.3% Perfect as is

Travel Group Composition

3.1
People



1.4 Male



1.2 Female



0.5 Children



THE FAMILY TRAVELER

Survey respondents who had children within their travel group during their Louisville trip.

297 completed surveys.

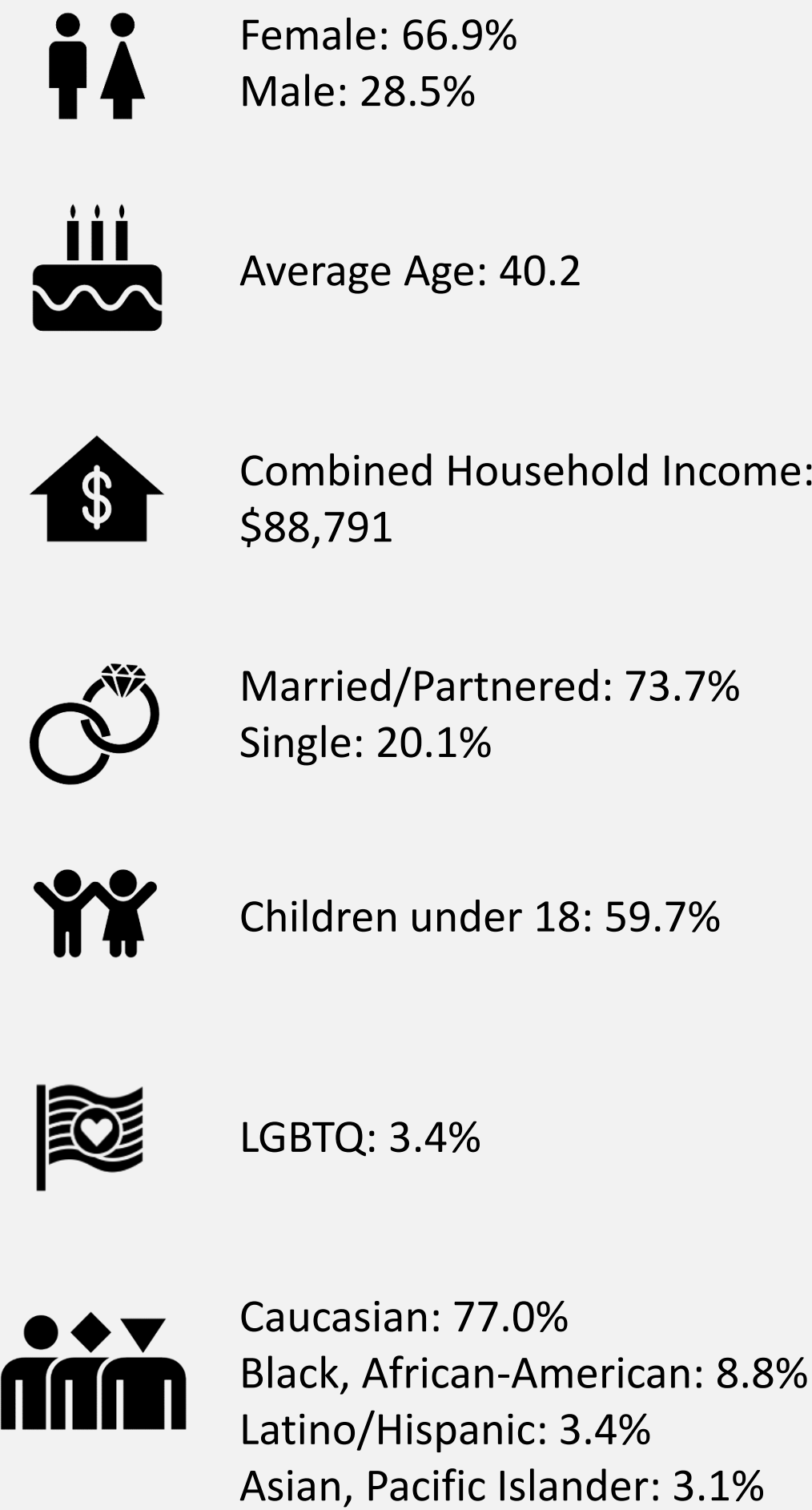
The summary at right describes the key characteristics of the Family Traveler, including how this segment compares to the Non-Family Traveler.

KEY CHARACTERISTICS

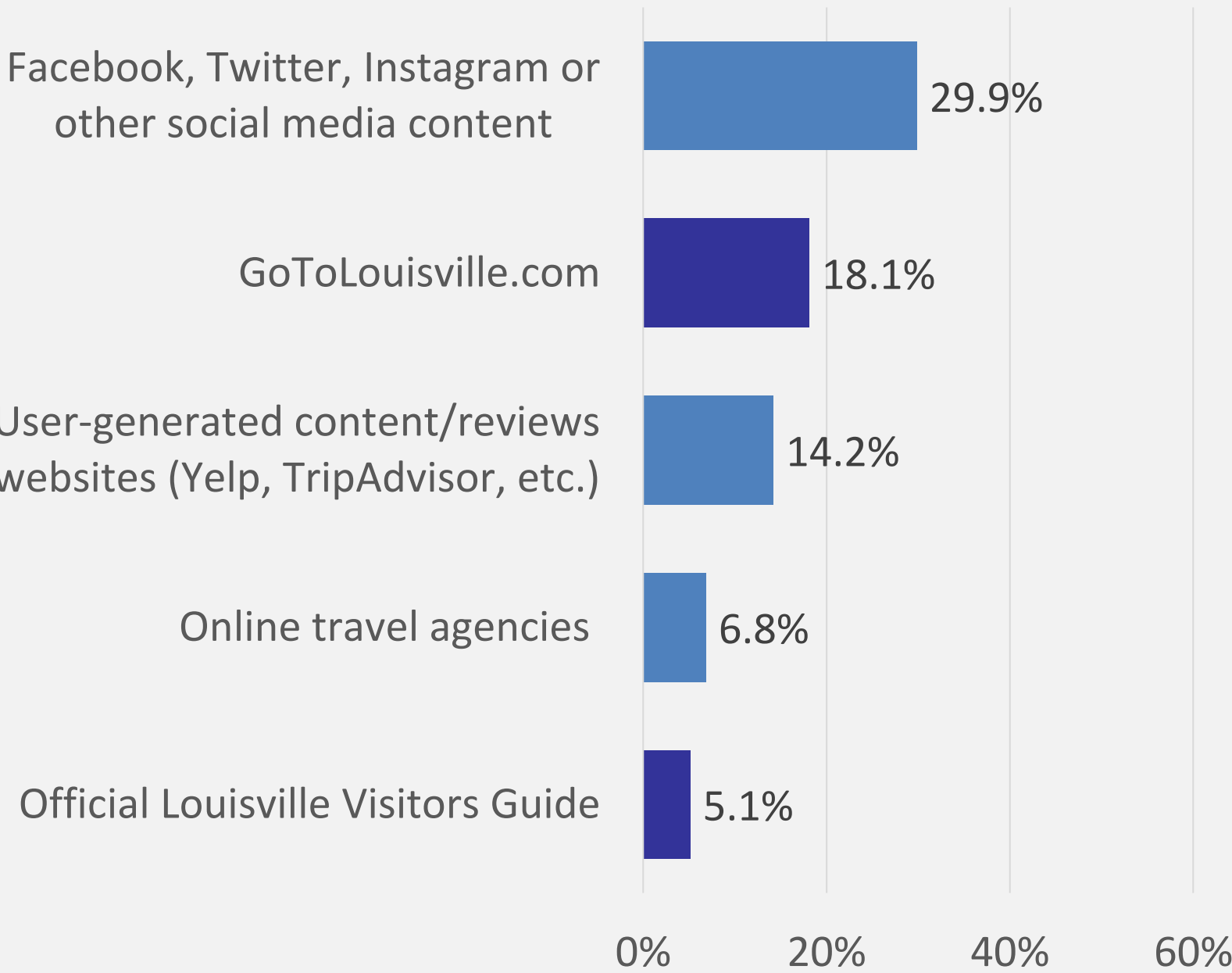
- Louisville's Family Travelers are 40.2 years old (vs. 44.0 years for Non-Family travelers) with an average household income of \$88,791 (vs. \$91,973 for Non-Family Travelers). About three-quarters are married or partnered (73.7%) and 60 percent have children under the age of 18 (59.7% vs. 12.8% for Non-Family Travelers).
- About one-third of Family Travelers used social media (29.9%) to plan their Louisville trip, and one-in-five used GoToLouisville.com (18.1%).
- The majority of Family Travelers were returning visitors (86.2%) and average 14.4 past visits to Louisville (vs. 7.2 visits for Non-Family Travelers).
- Two-thirds of Family Travelers visited museums during their trip (67.8%, compared to 45.2% of Non-Family Travelers).
- Family Travelers most commonly visited the Kentucky Science Center, Louisville Zoo, Louisville Slugger Museum and Big Four Pedestrian Bridge, and did so at a higher rate compared to Non-Family Travelers.
- Family Travelers spent more than their counterparts, with an average daily travel party spend of \$322 (vs. \$281 for Non-Family travelers).

THE FAMILY TRAVELER *Who they are*

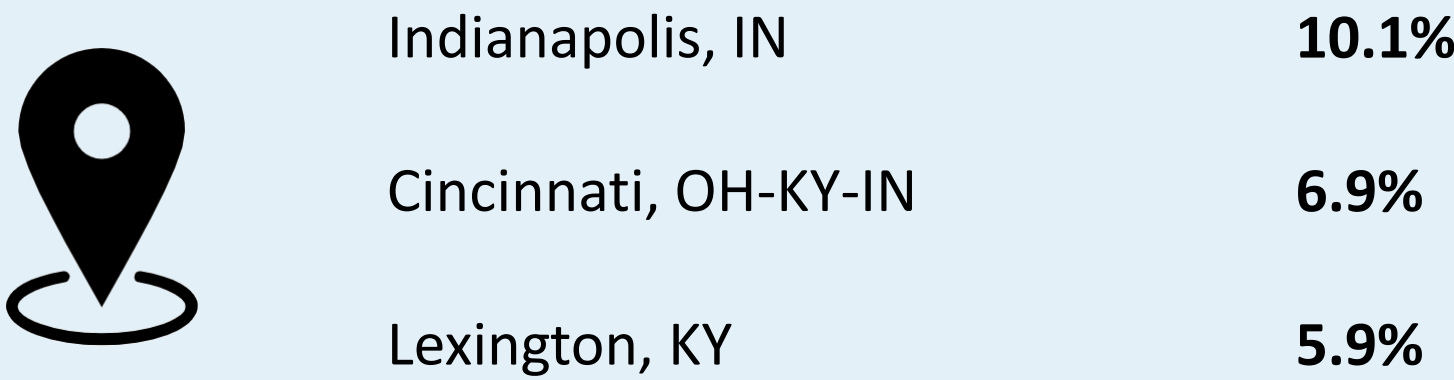
DEMOGRAPHICS:



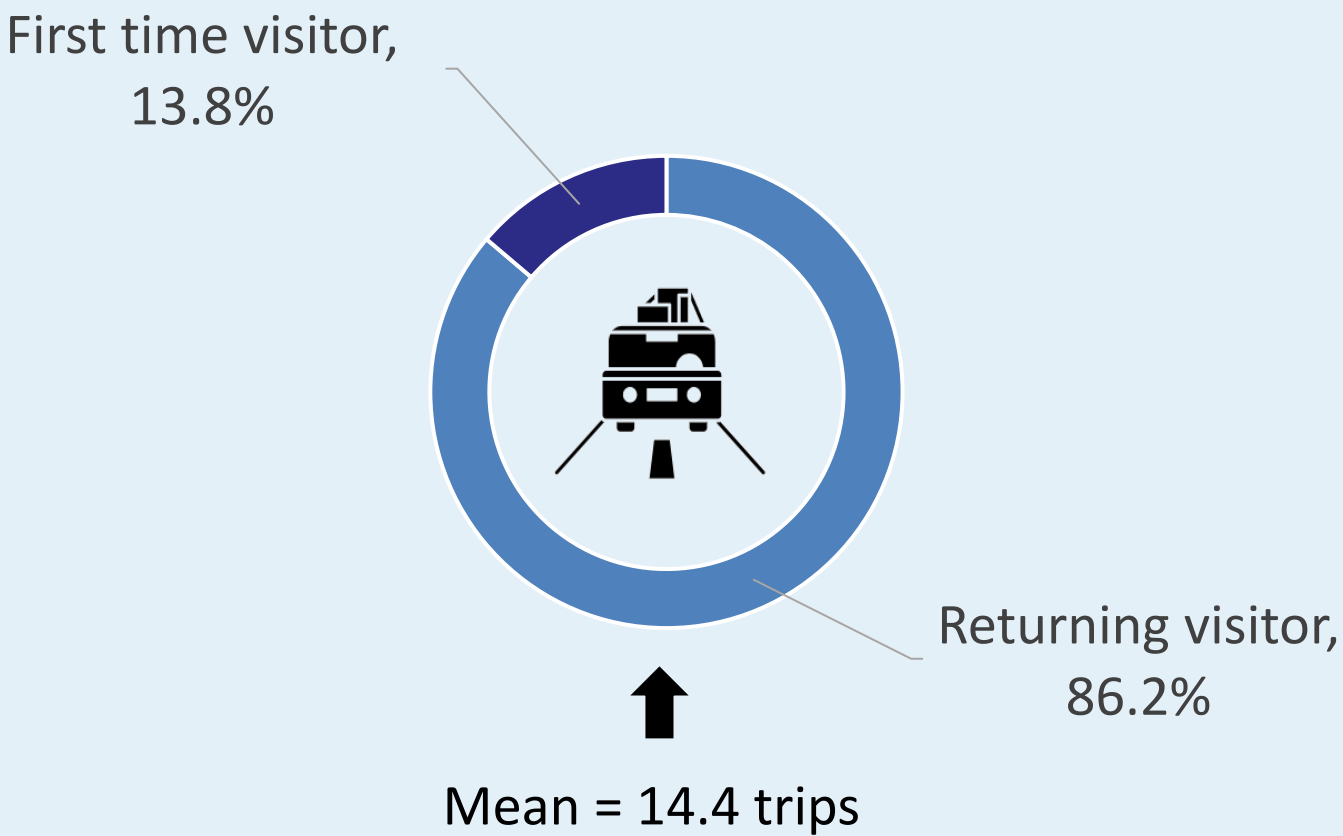
Resources Used to Plan Trip Before Arrival



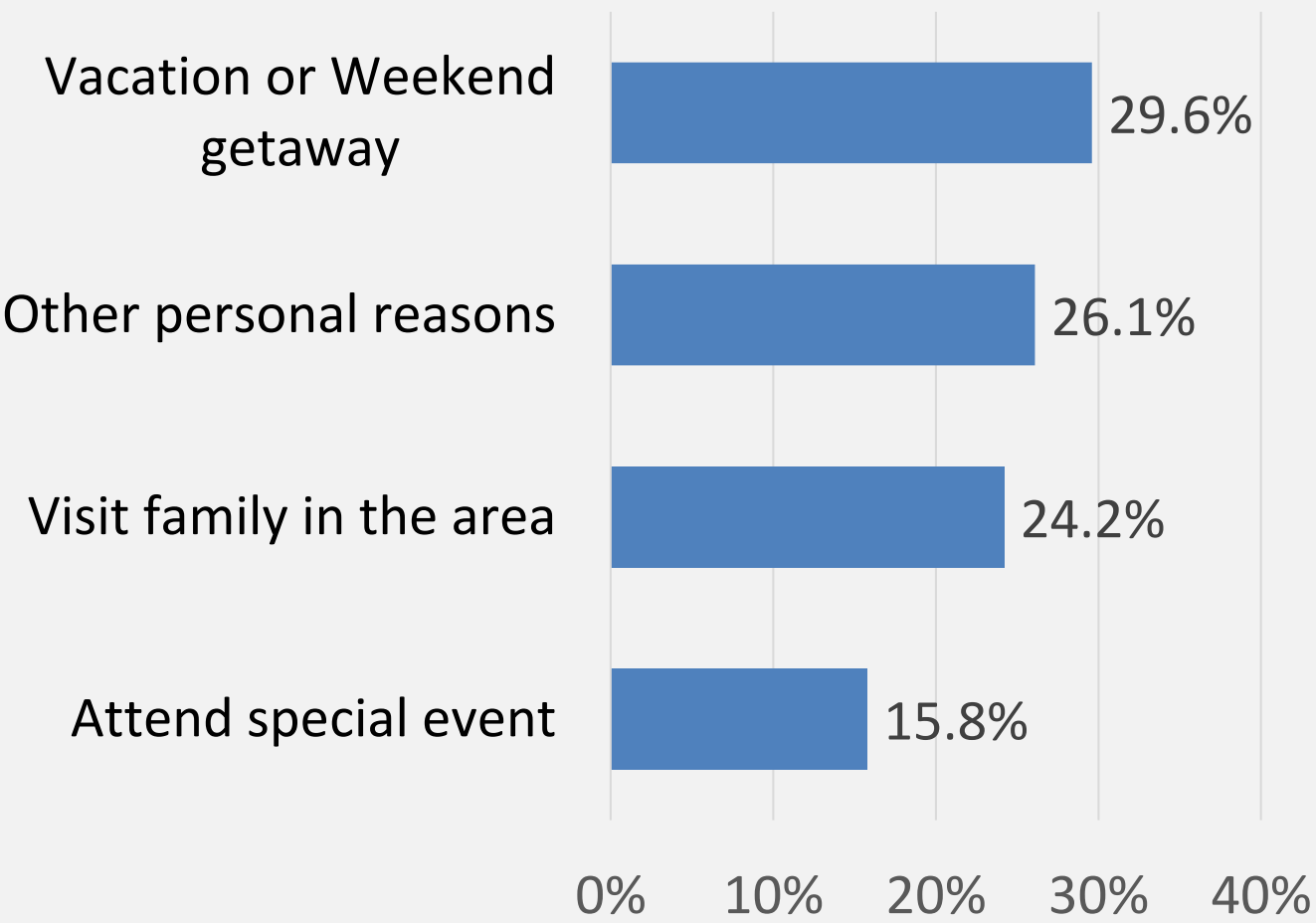
Top Markets of Origin



Past Visitation to Louisville



Top Reasons for Visiting



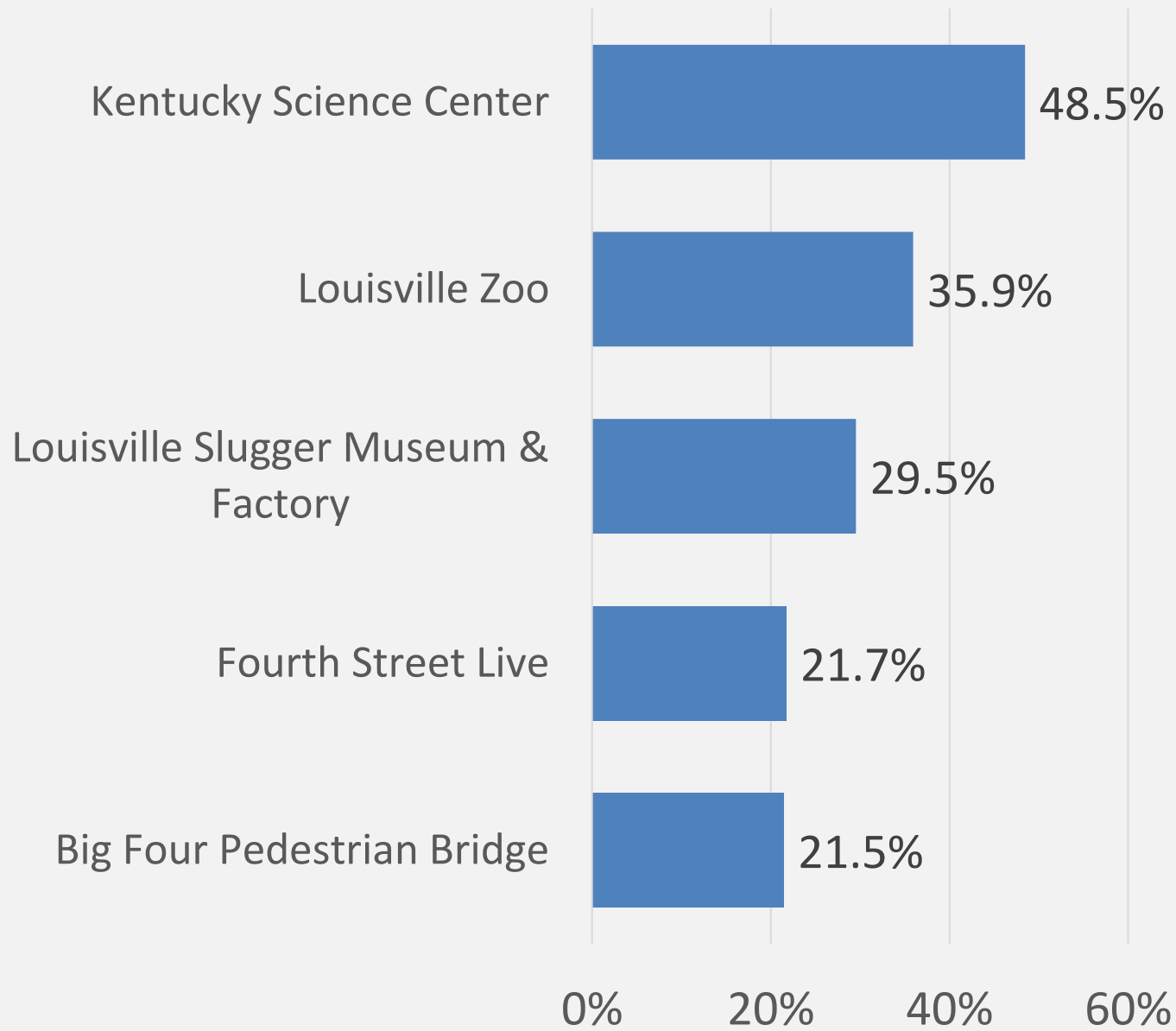
THE FAMILY TRAVELER

Louisville Trip Details

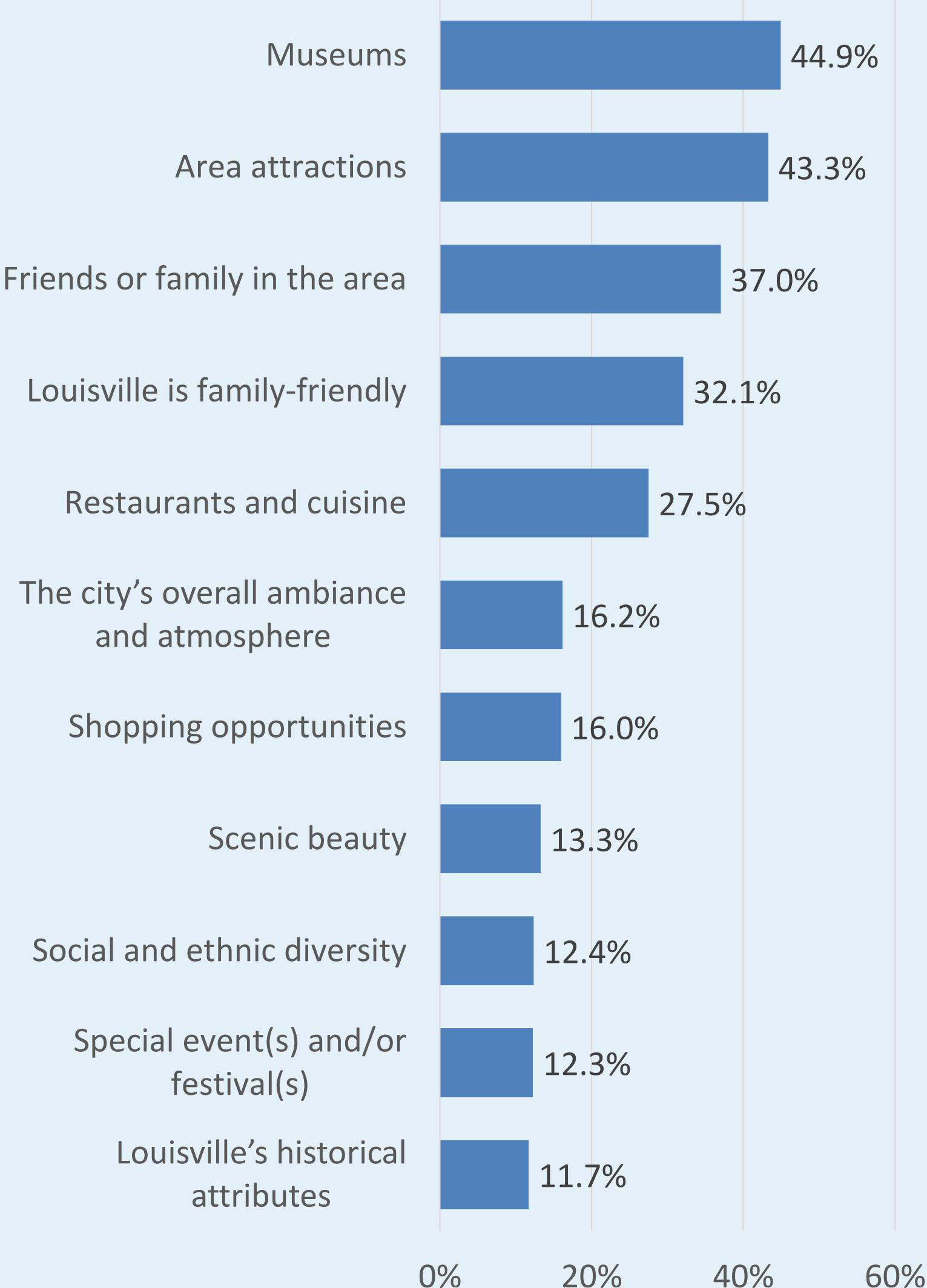
Top Activities



Top Attractions



Factors Important to Decision to Visit



Spending Per Day



Total Spending **\$322.80**

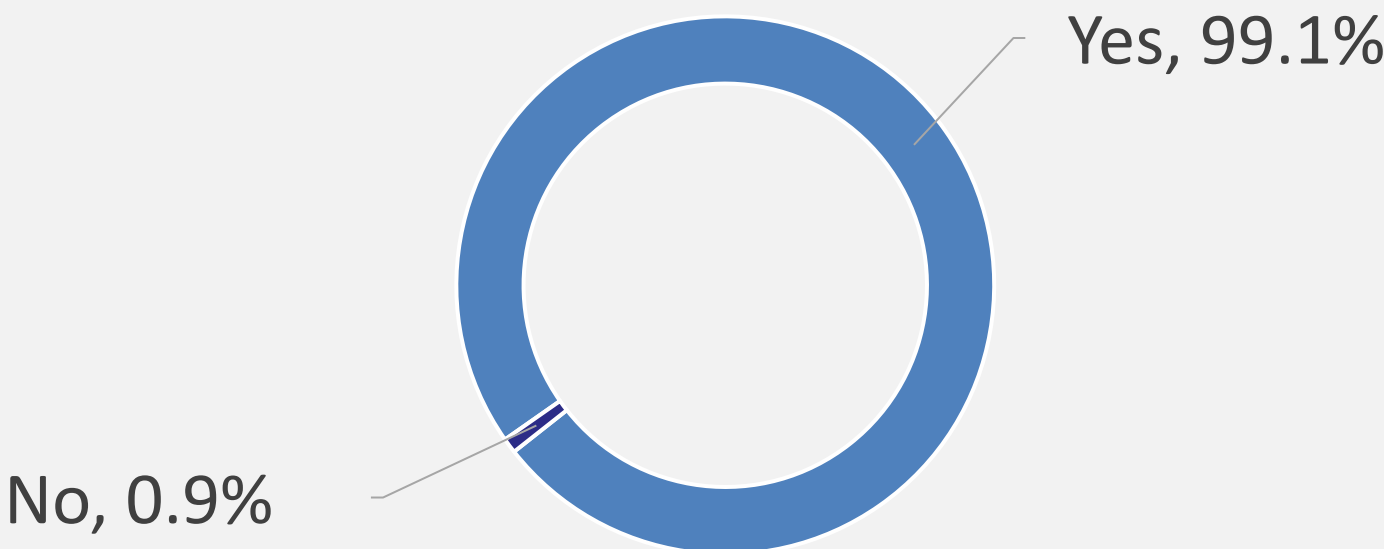


4.1 people covered by spending



\$78.32 spending per person

Would Return to Louisville



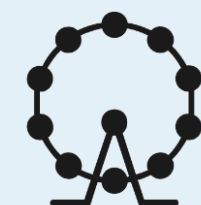
Most Liked Aspects of Louisville



12.9% Lots to do



11.9% Family-Friendly



9.3% Attractions

Days and Nights Spent in Louisville

2.4 Days

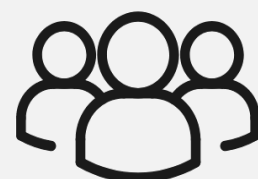


1.8 Nights



Travel Group Composition

4.4 People



0.8 Male



1.3 Female



2.3 Children

Likelihood to Recommend Louisville Attractions



On average, visitors were likely to recommend the specific Louisville attraction where they were surveyed at an **9.0 out of 10**

Least Liked Aspects of Louisville



39.9% Traffic



18.3% Perfect as is



8.9% Weather



THE NON-FAMILY TRAVELER

Survey respondents who didn't have children within their travel group during their Louisville trip.

1,177 completed surveys.

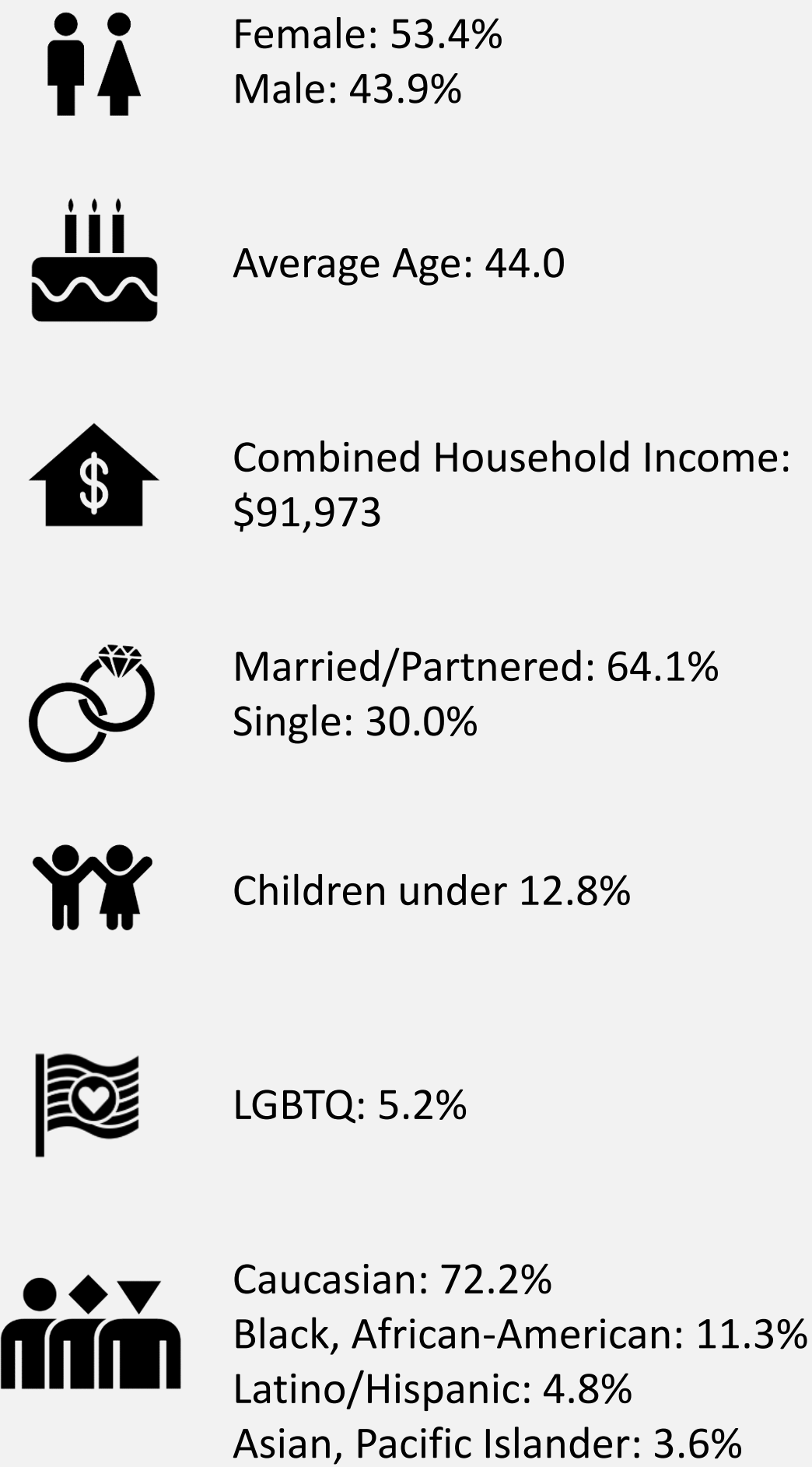
The summary at right describes the key characteristics of the Non-Family Traveler, including how this segment compares to the Family Traveler.

KEY CHARACTERISTICS

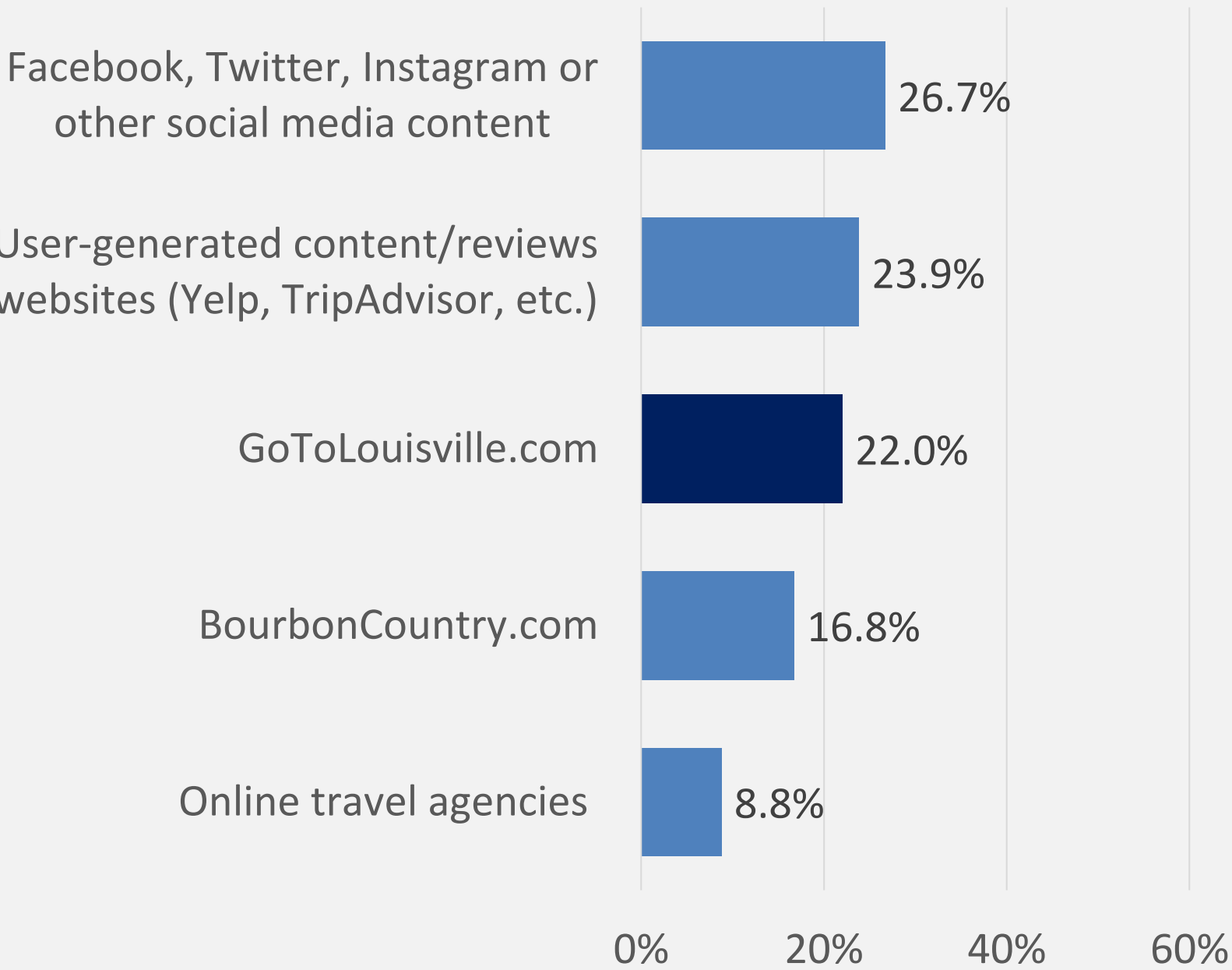
- Louisville's Non-Family Travelers are 44.0 years old (slightly older compared to Family Travelers at 40.2 years) with an average household income of \$91,973. Approximately two-thirds are married or partnered (64.1%) and just 12.8 percent have children under the age of 18.
- Social media (26.7%) and user-generated content (23.9%) were the top resources Non-Family Travelers used to plan their trip, while 22.0 percent used GoToLouisville.com.
- Seven-in-ten Non-Family Travelers were returning visitors (70.3%) and average 7.2 past visits to Louisville (fewer average visits compared to Family travelers at 14.4 visits).
- Compared to Family travelers, Non-Family Travelers have a greater propensity to participate in bourbon tasting, take a distillery tour, attend a festival/special event and/or experience the Urban Bourbon Trail during their trip.
- Non-Family Travelers are also more likely to visit Fourth Street Live!, Angel's Envy Distillery, Churchill Downs, Old Forester Distillery, Evan Williams Bourbon Experience and Jim Beam Urban Stillhouse compared to Family Travelers.
- However, Non-Family travelers spent less than Family Travelers, with an average daily travel party spend of \$281 (vs. \$322 for Family Travelers).

THE NON-FAMILY TRAVELER *Who they are*

DEMOGRAPHICS:



Resources Used to Plan Trip Before Arrival

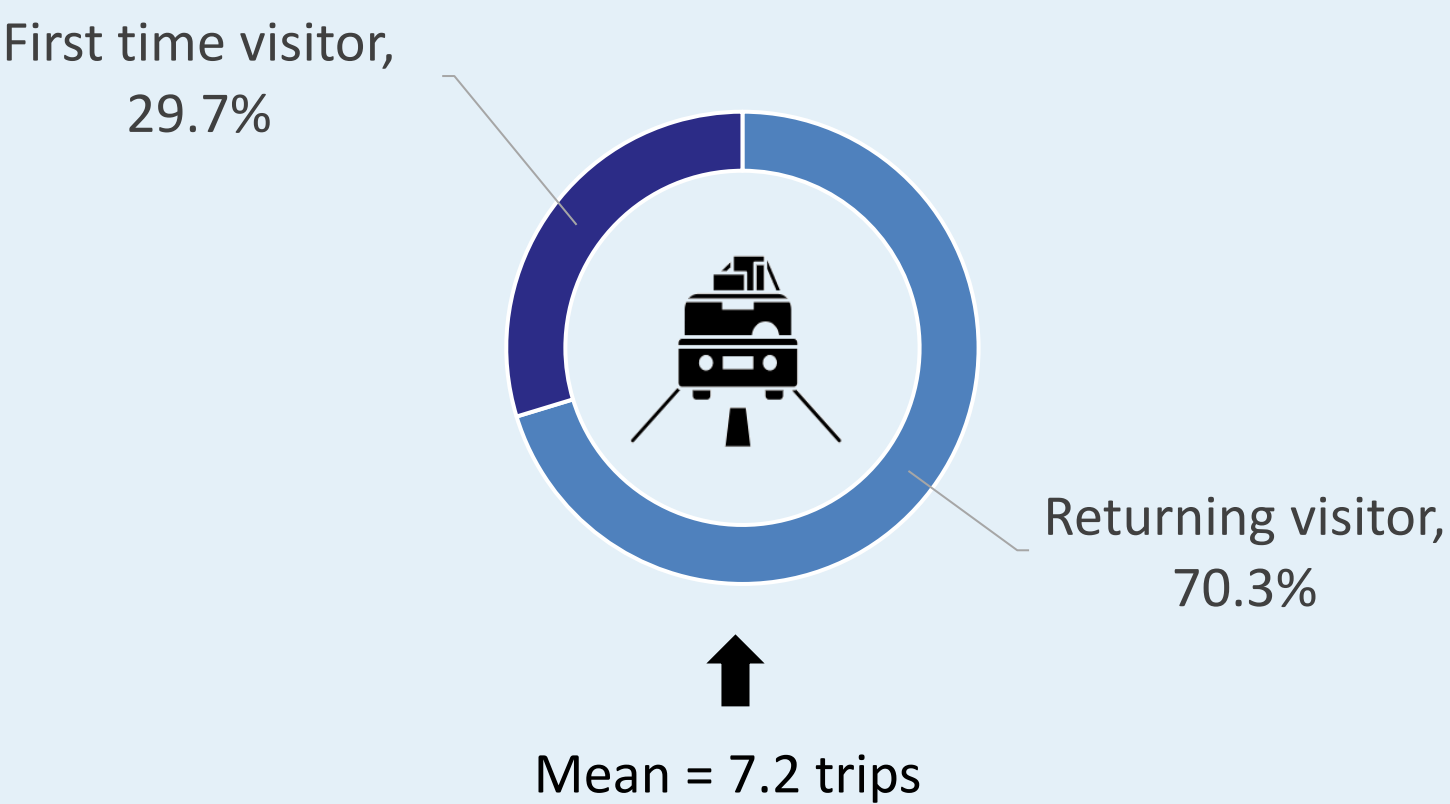


Top Markets of Origin

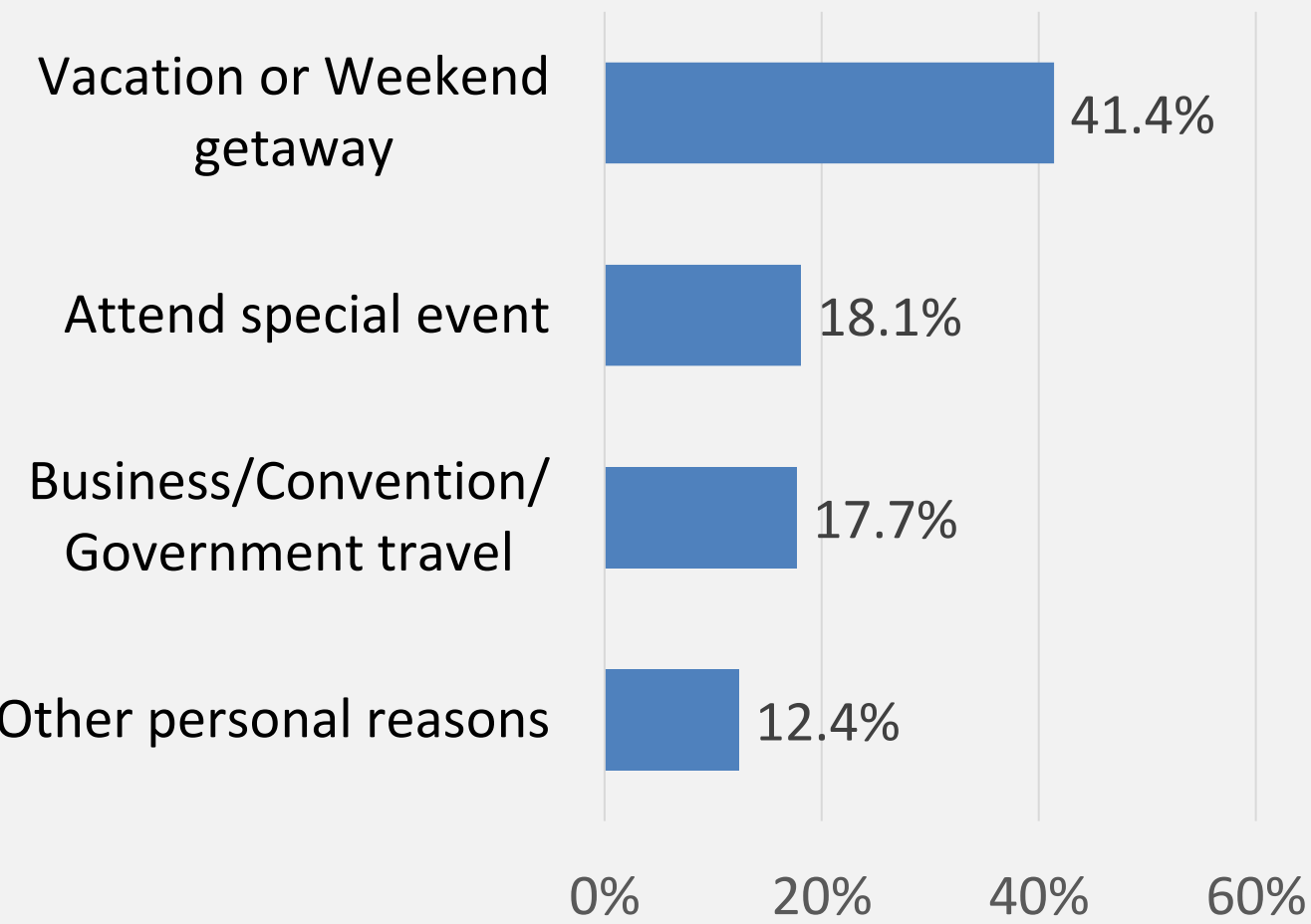


Indianapolis, IN	7.0%
Lexington, KY	5.1%
Cincinnati, OH-KY-IN	4.5%
Atlanta, GA	4.3%

Past Visitation to Louisville



Top Reasons for Visiting



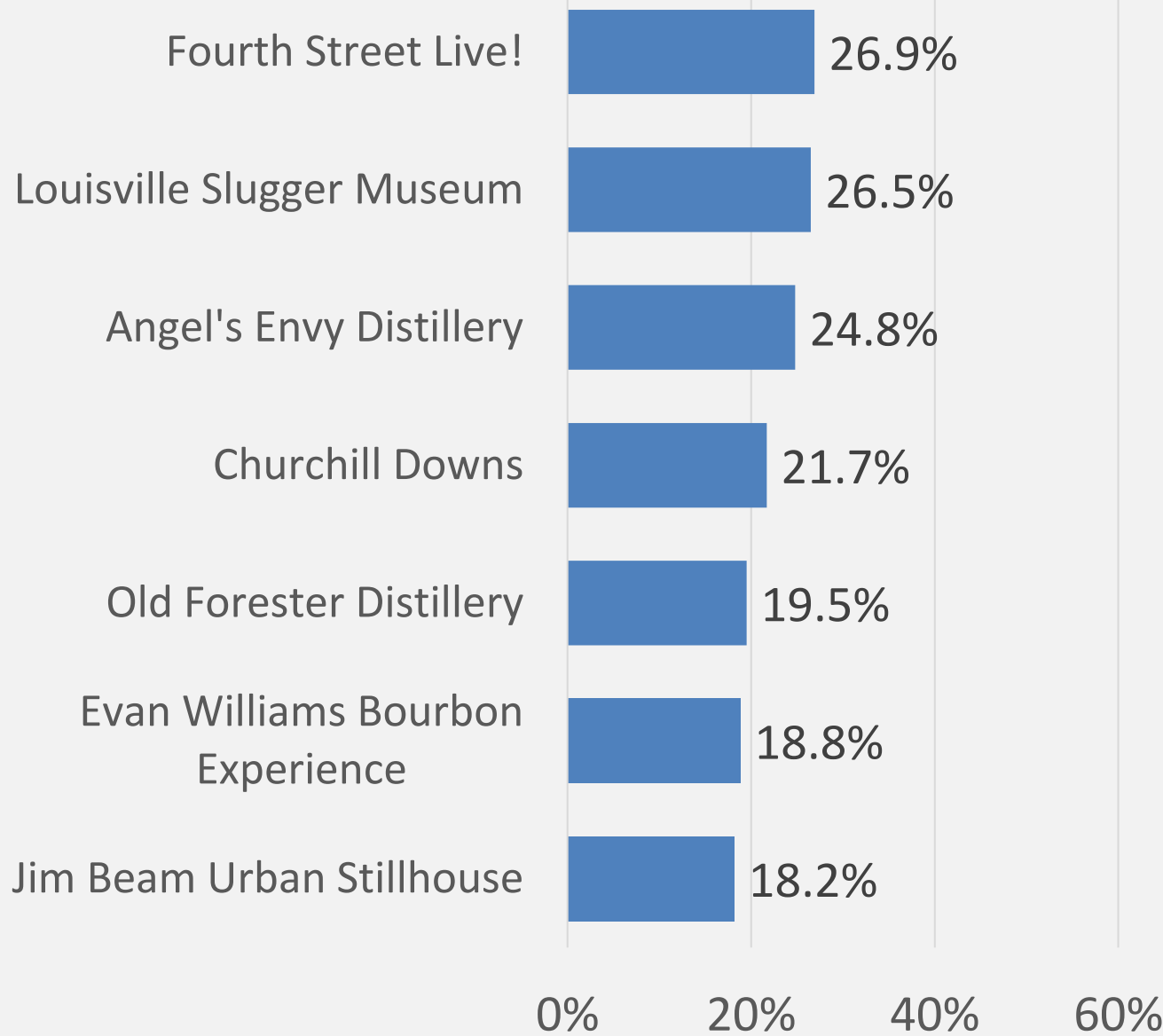
THE NON-FAMILY TRAVELER

Louisville Trip Details

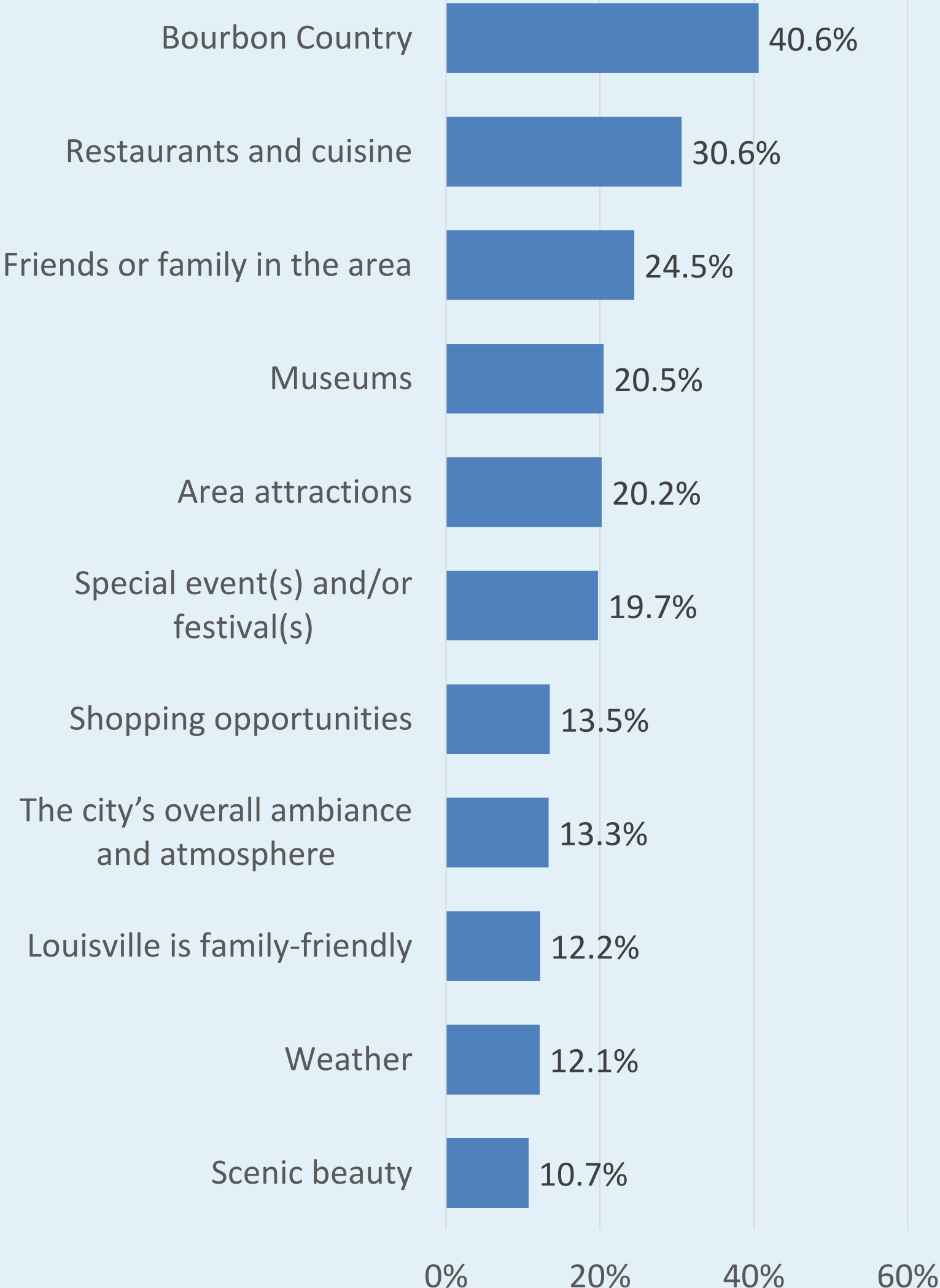
Top Activities



Top Attractions



Factors Important to Decision to Visit



THE NON-FAMILY TRAVELER

Louisville Trip Details

Spending Per Day



Total Spending **\$281.06**

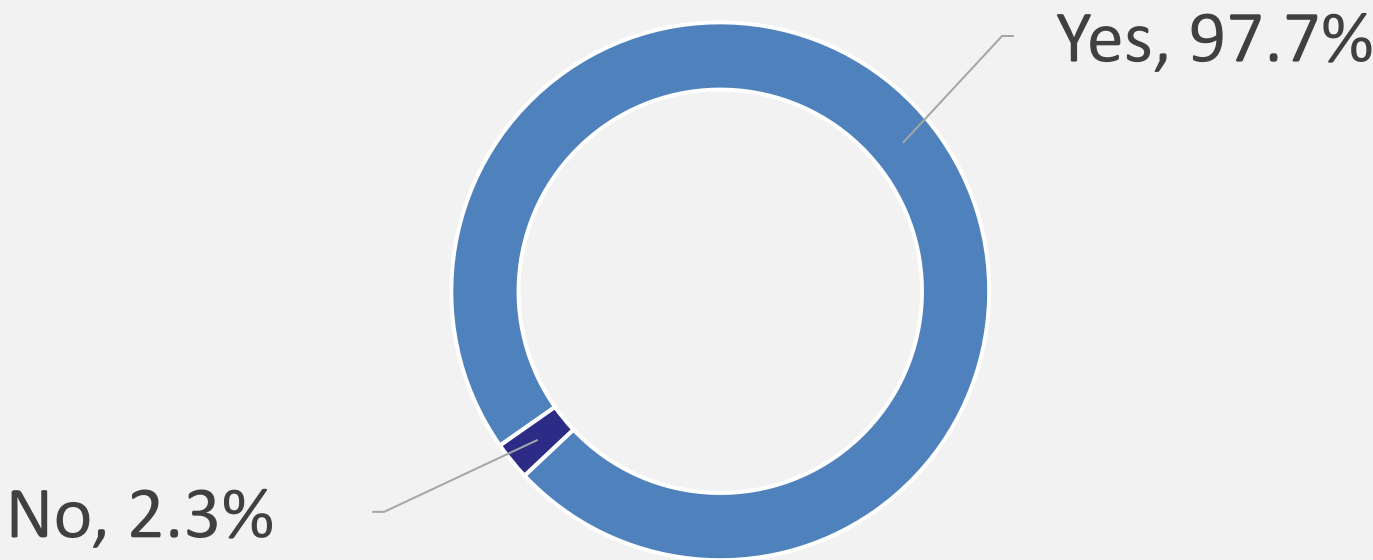


2.2 people covered by spending



\$129.00 spending per person

Would Return to Louisville



Most Liked Aspects of Louisville



13.7% Friendly/locals



12.1% Bourbon



4.8% Lots to do

Days and Nights Spent in Louisville

2.7 Days

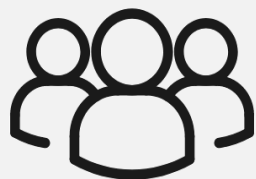


2.2 Nights



Travel Group Composition

2.8
People



1.5 Male



1.3 Female



No Children

Likelihood to Recommend Louisville Attractions



On average, visitors were likely to recommend the specific Louisville attraction where they were surveyed at an **8.8 out of 10**

Least Liked Aspects of Louisville



26.2% Perfect as is



18.3% Traffic



13.3% Weather



THE AFFLUENT VISITOR

Survey respondents who reported having an annual household income over \$100,000.

434 completed surveys.

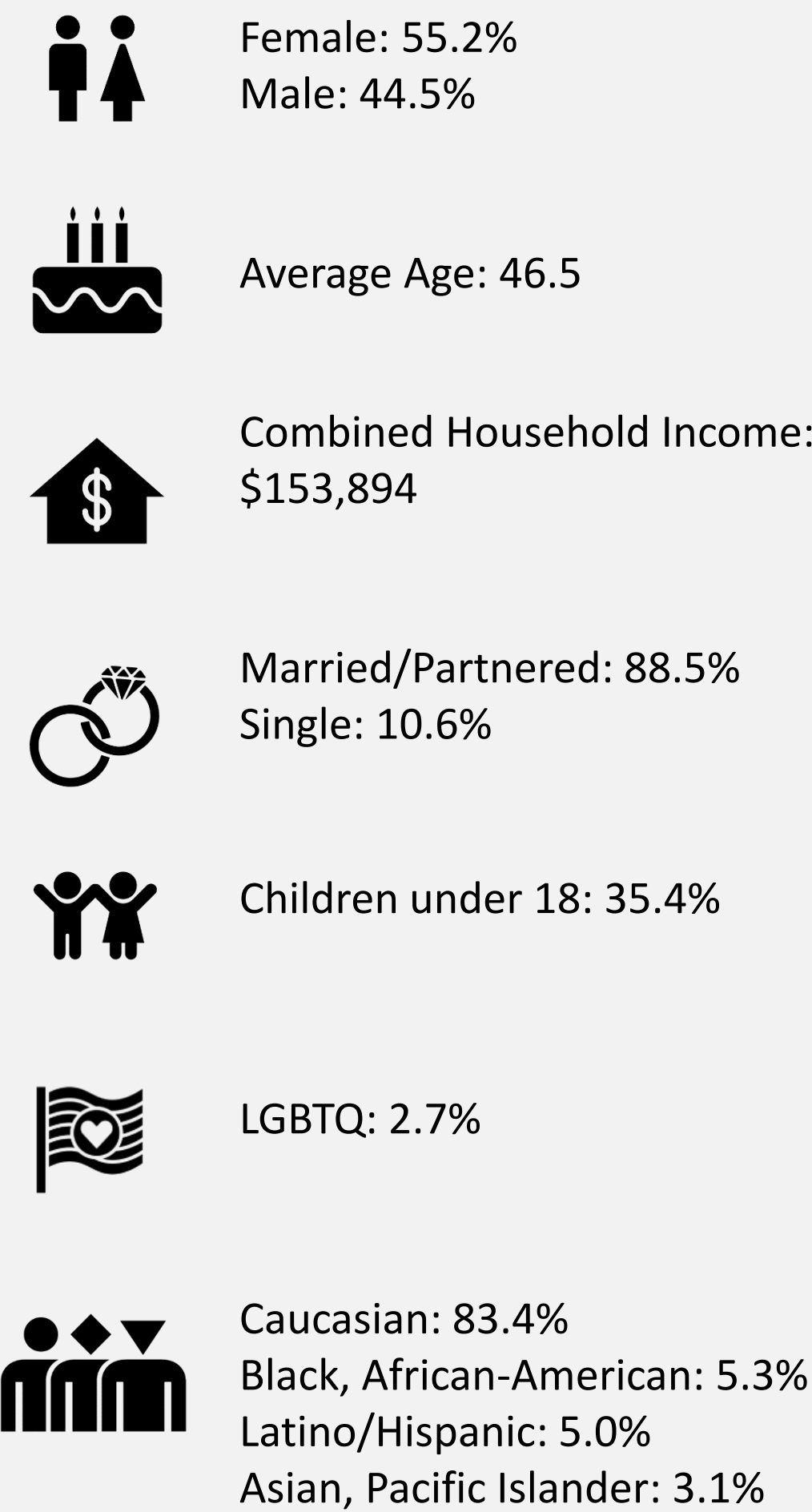
The summary at right describes the key characteristics of the Affluent Visitor.

KEY CHARACTERISTICS

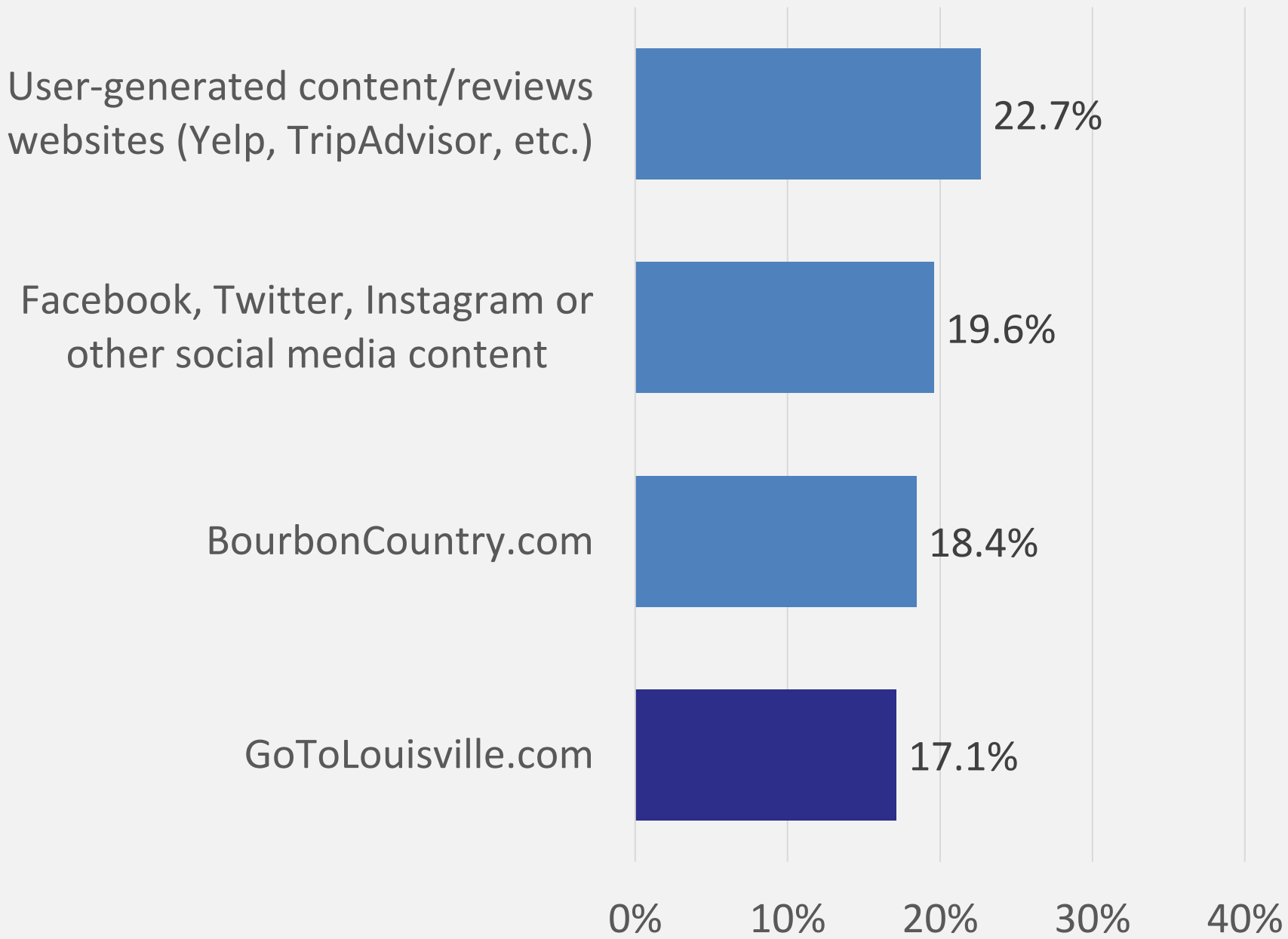
- Affluent Visitors are 46.5 years old on average with a typical household income of \$153,894. The majority are married or partnered (88.5%) and over one-third have children under the age of 18 (35.4%).
- Nearly one-quarter of Affluent Visitors accessed user-generated content (22.7%) and 17.1 percent accessed GoToLouisville.com to plan their Louisville trip.
- Over two-thirds of Affluent Visitors were returning visitors (68.7%) and average 9.0 past visits to Louisville.
- Approximately half or more Affluent Visitors dined in restaurants, went bourbon tasting, took distillery tours and visited museums during their trip.
- The Louisville Slugger Museum & Factory, Angel's Envy Distillery and Churchill Downs were the top attractions Affluent Visitors visited.
- Affluent Visitors spent an estimated \$313 per travel party, per day.

THE AFFLUENT VISITOR *Who they are*

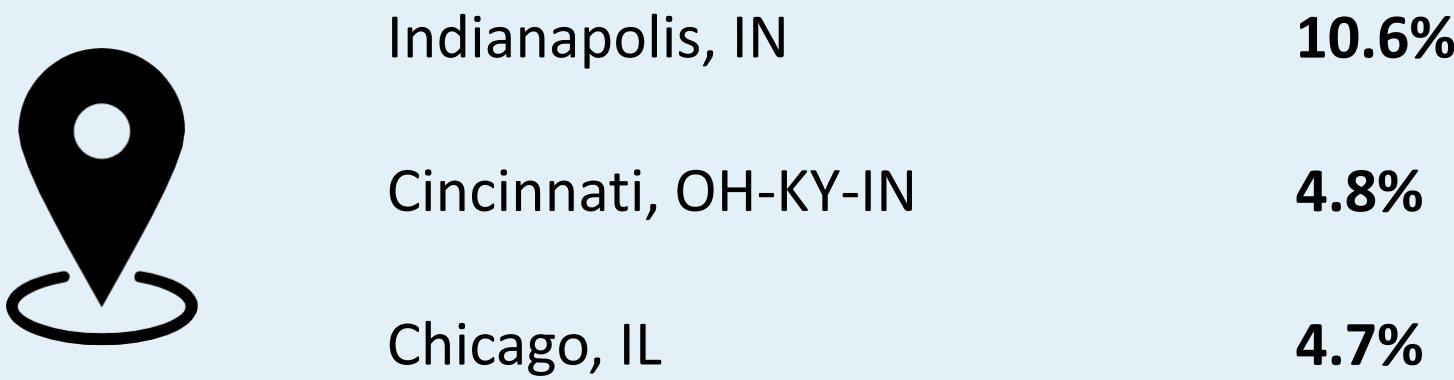
DEMOGRAPHICS:



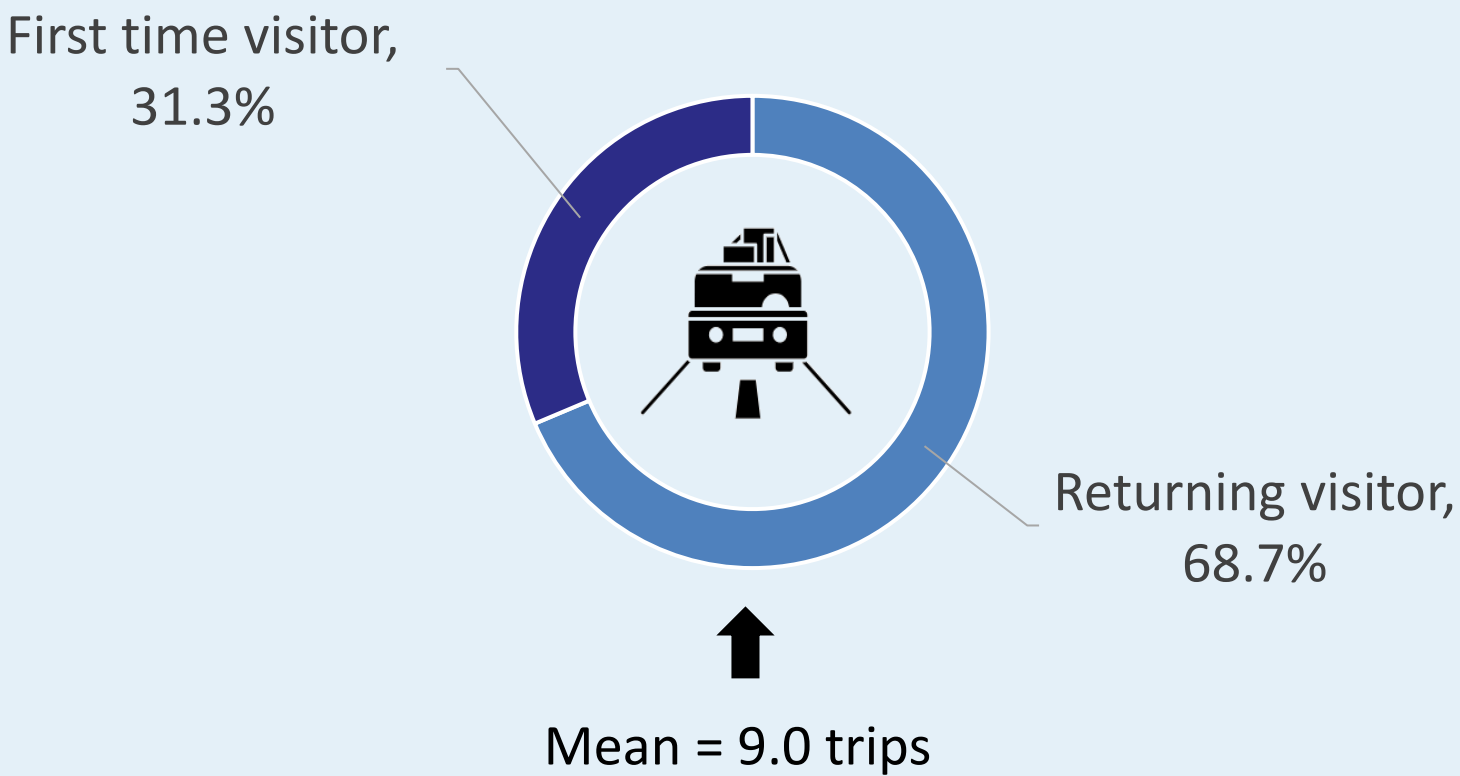
Resources Used to Plan Trip Before Arrival



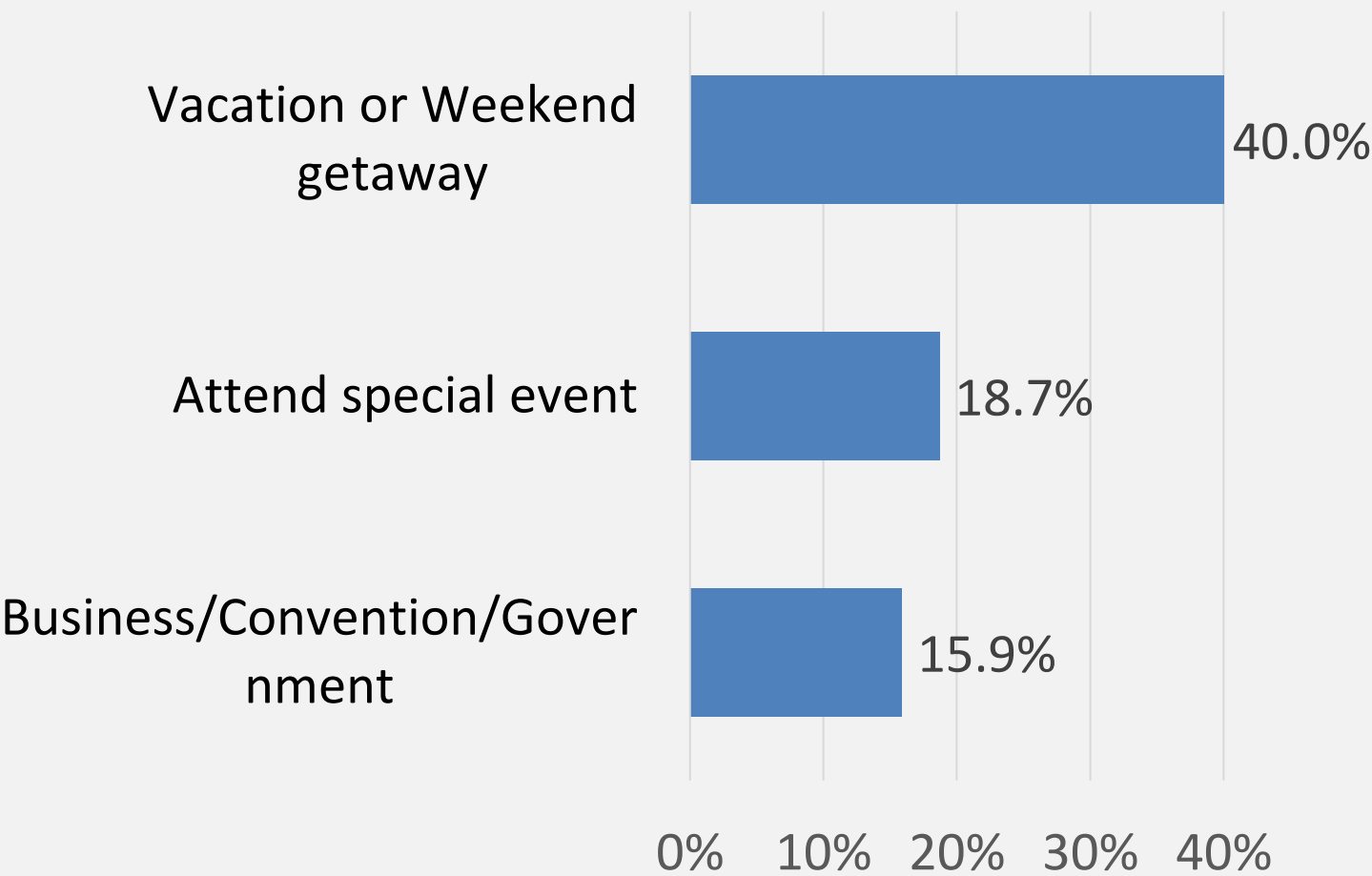
Top Markets of Origin



Past Visitation to Louisville



Top Reasons for Visiting

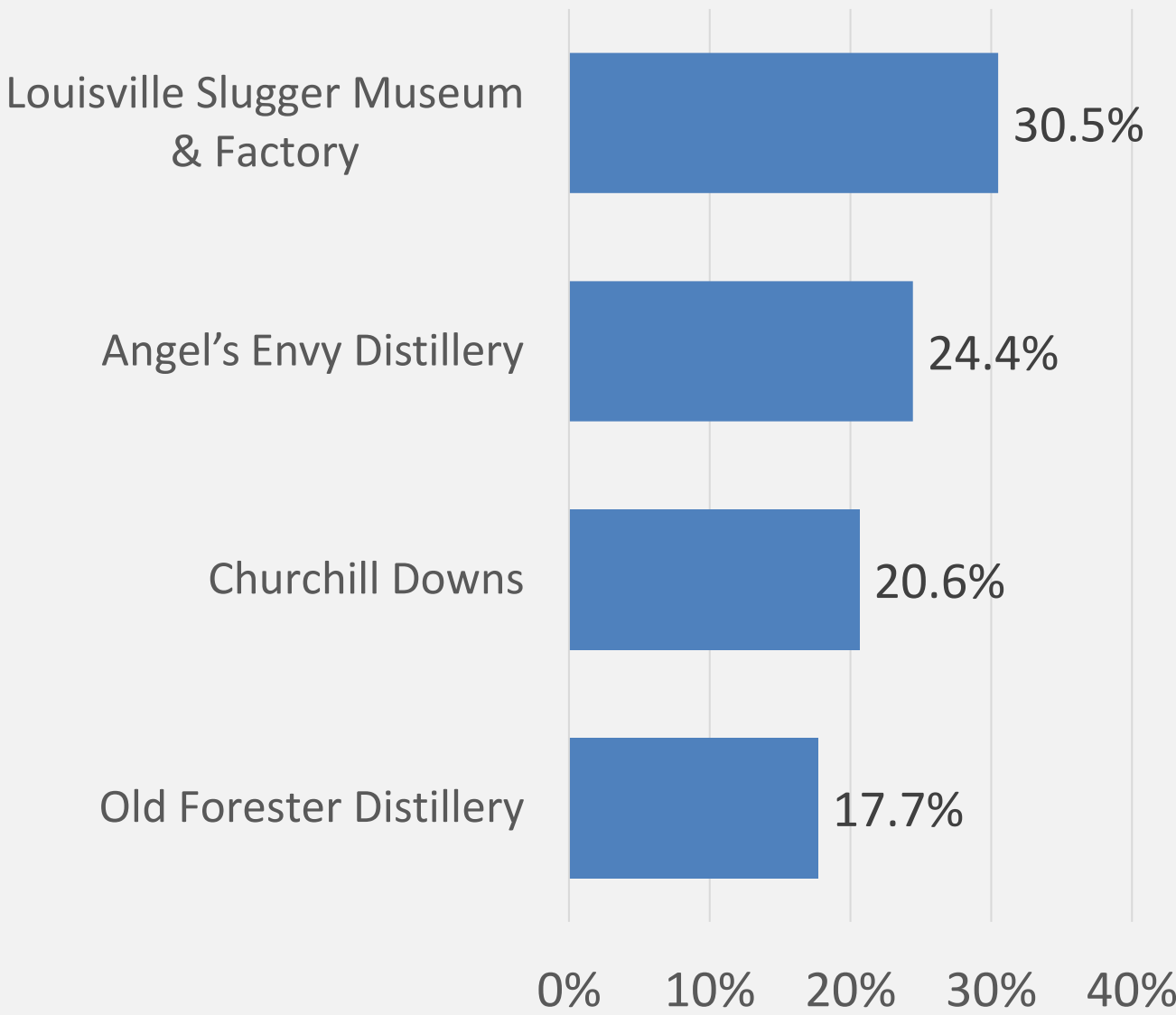


THE AFFLUENT VISITOR *Louisville Trip Details*

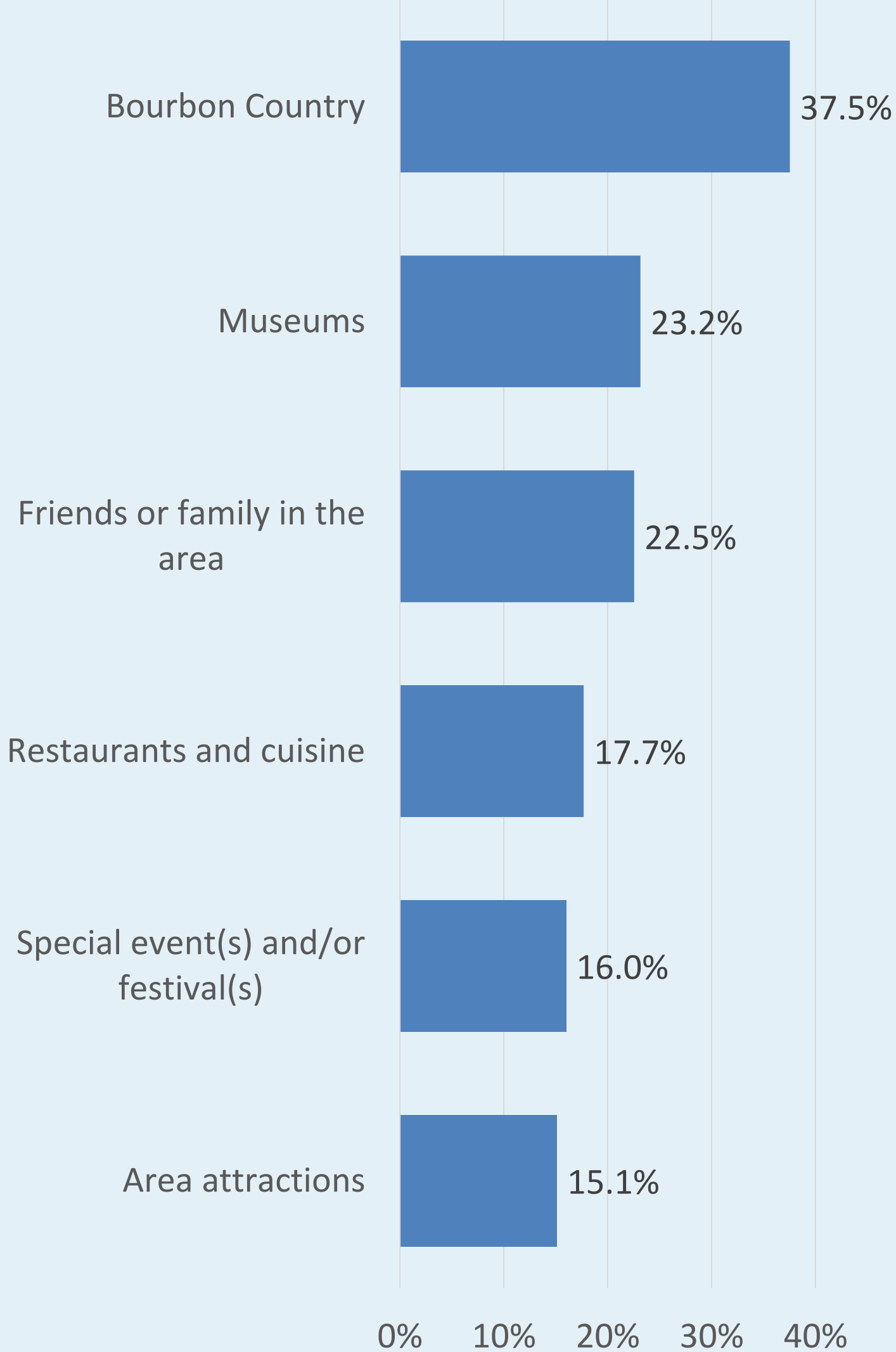
Top Activities



Top Attractions



Factors Important to Decision to Visit



THE AFFLUENT VISITOR

Louisville Trip Details

Spending Per Day



Total Spending **\$312.73**

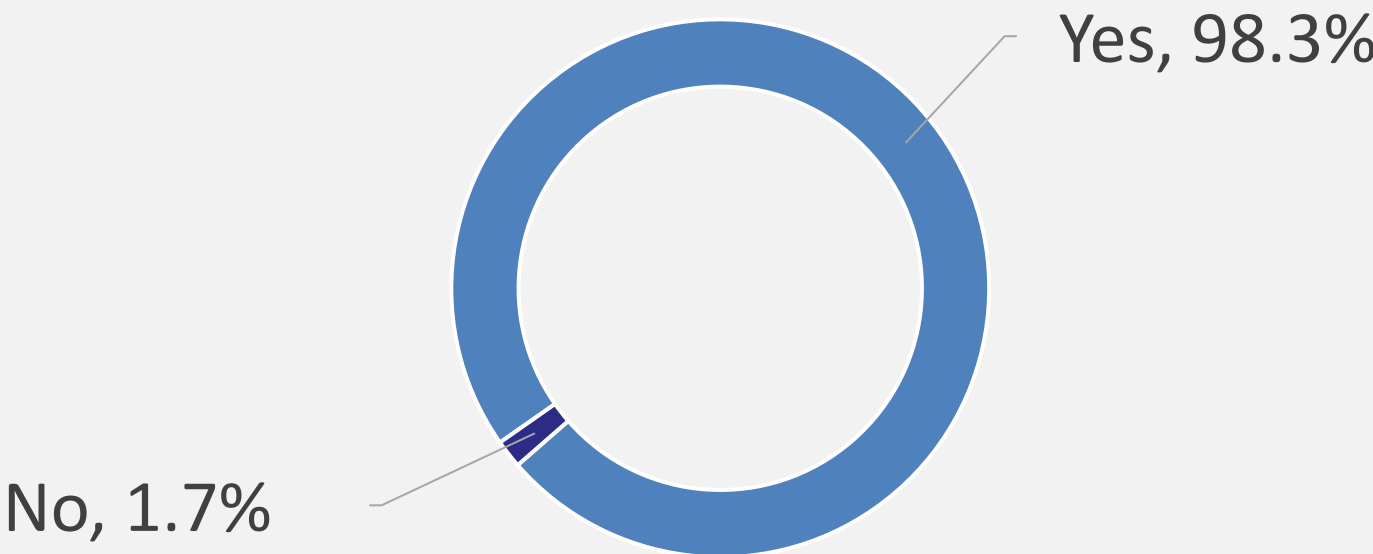


2.7 people covered by spending



\$115.34 spending per person

Would Return to Louisville



Most Liked Aspects of Louisville



13.2% Bourbon



11.0% Friendly locals



5.3% Lots to do

Days and Nights Spent in Louisville

2.8 Days



2.3 Nights



Likelihood to Recommend Louisville Attractions



On average, visitors were likely to recommend the specific Louisville attraction where they were surveyed at an **9.1 out of 10**

Least Liked Aspects of Louisville



29.6% Perfect as is



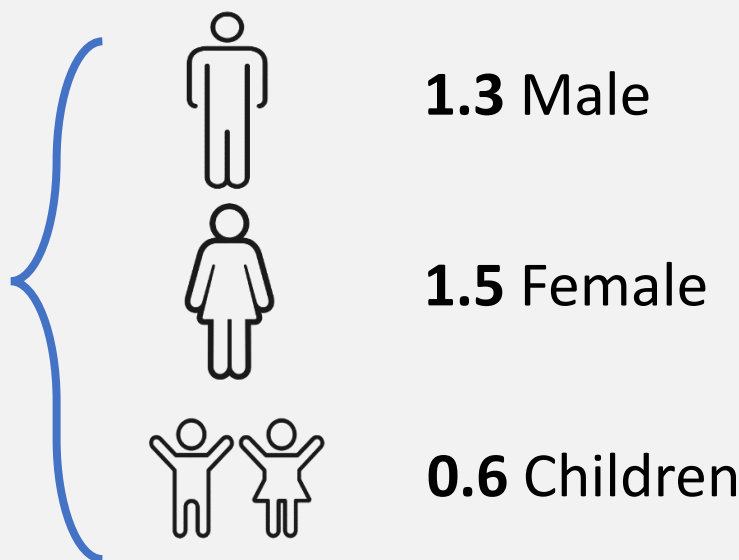
20.3% Traffic



10.3% Weather

Travel Group Composition

3.4 People



A group of three young adults, two women and one man, are smiling and posing for a photo. The woman on the left is wearing a green jacket, the woman in the middle is wearing a brown top, and the man on the right is wearing a grey sweater and glasses. They are all looking towards the camera.

MILLENNIALS

Survey respondents between the age of 21 to 34.

321 completed surveys.

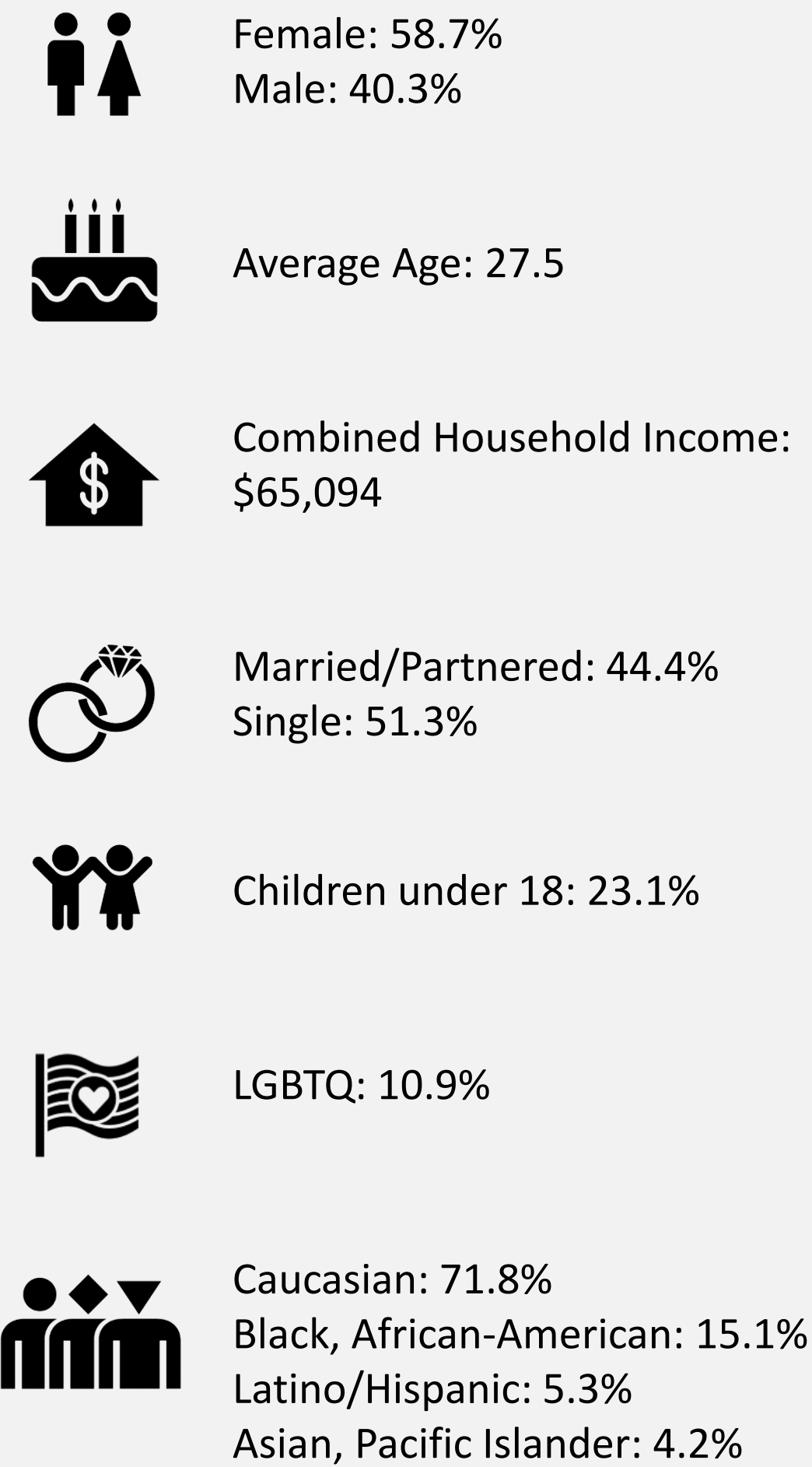
The summary at right describes the key characteristics of Millennials, including how this segment compares to Gen Xers and Baby Boomers.

KEY CHARACTERISTICS

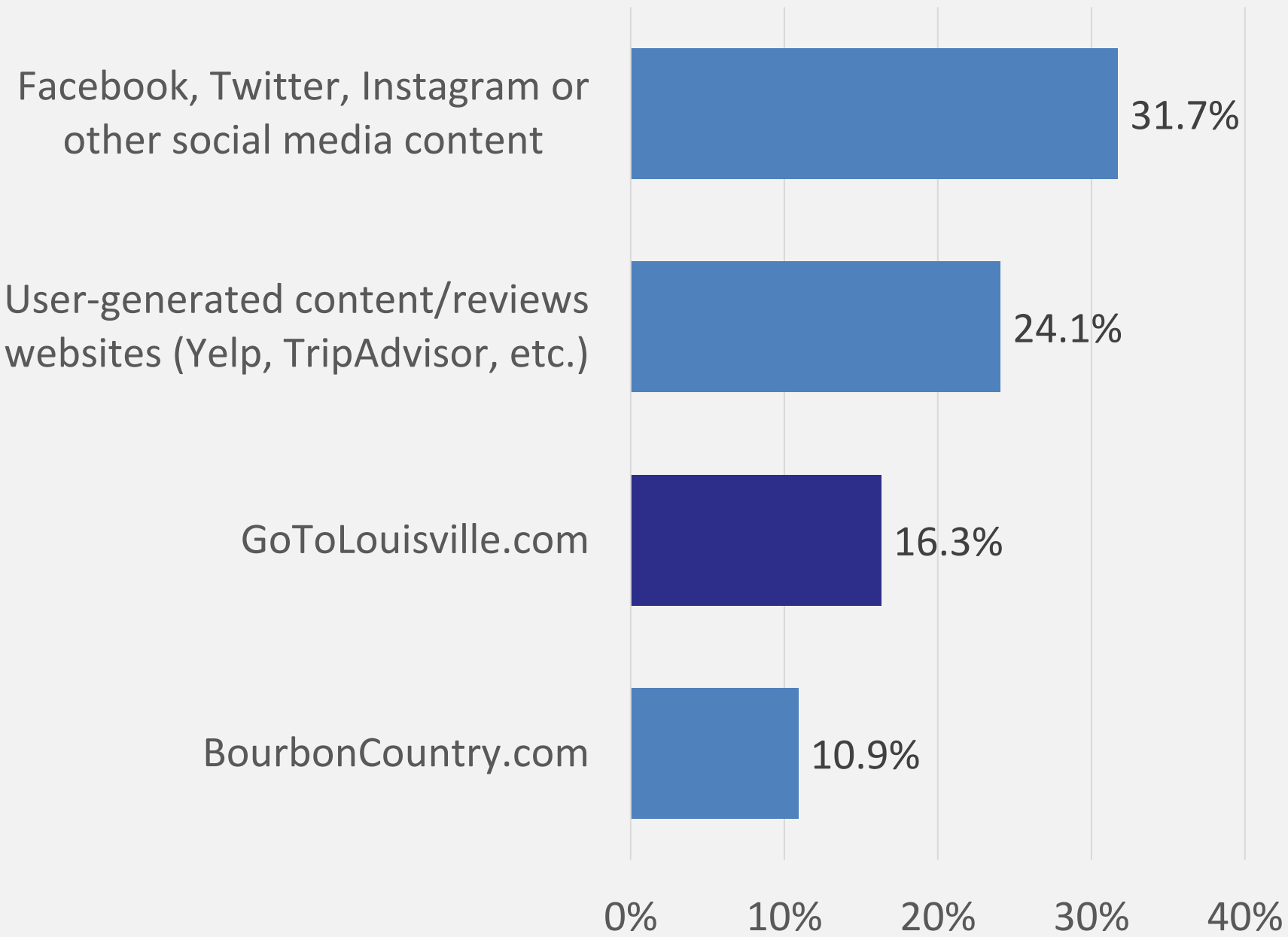
- On average, Millennial visitors to Louisville have an average household income of \$65,094 (lower than their older counterparts). Under half are married or partnered (44.4%) and 23.1 percent have children under 18 (lower compared to Gen Xers at 40.5%).
- Millennial visitors were more likely to use social media (37.1%) and less likely to use GoToLouisville.com as trip planning resources (16.3%) than older generations.
- Approximately three-quarters of Millennial visitors were likely to be returning visitors (77.6%) and they've taken more trips (11.1) to Louisville than their older counterparts.
- Over half of Millennial visitors dined in restaurants and visited museums during their Louisville trip.
- One-quarter of Millennial visitors went to Fourth Street Live!, Kentucky Science Center and/or Louisville Slugger Museum & Factory.
- Millennial visitors' daily spending per travel party was \$257, less than the daily spending for older generations.

MILLENNIALS *Who they are*

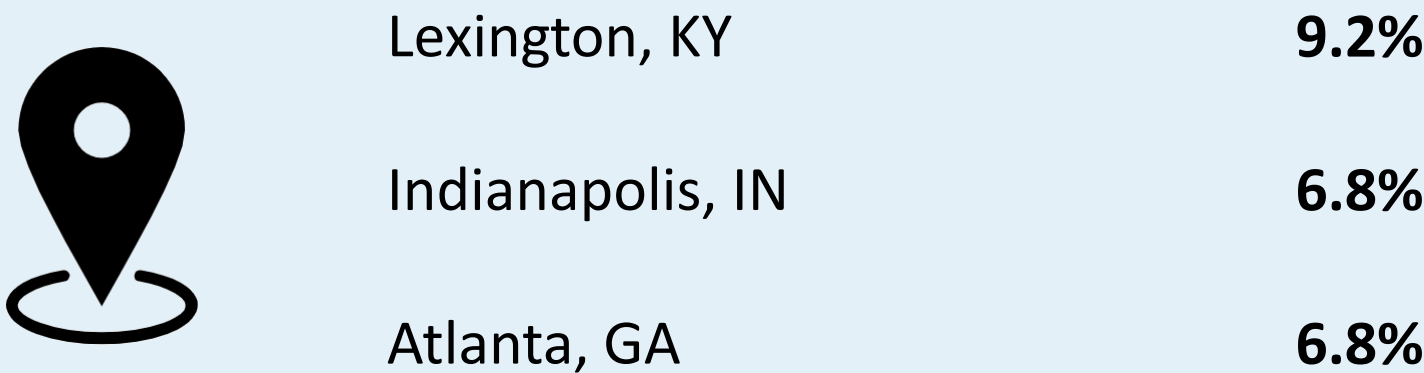
DEMOGRAPHICS:



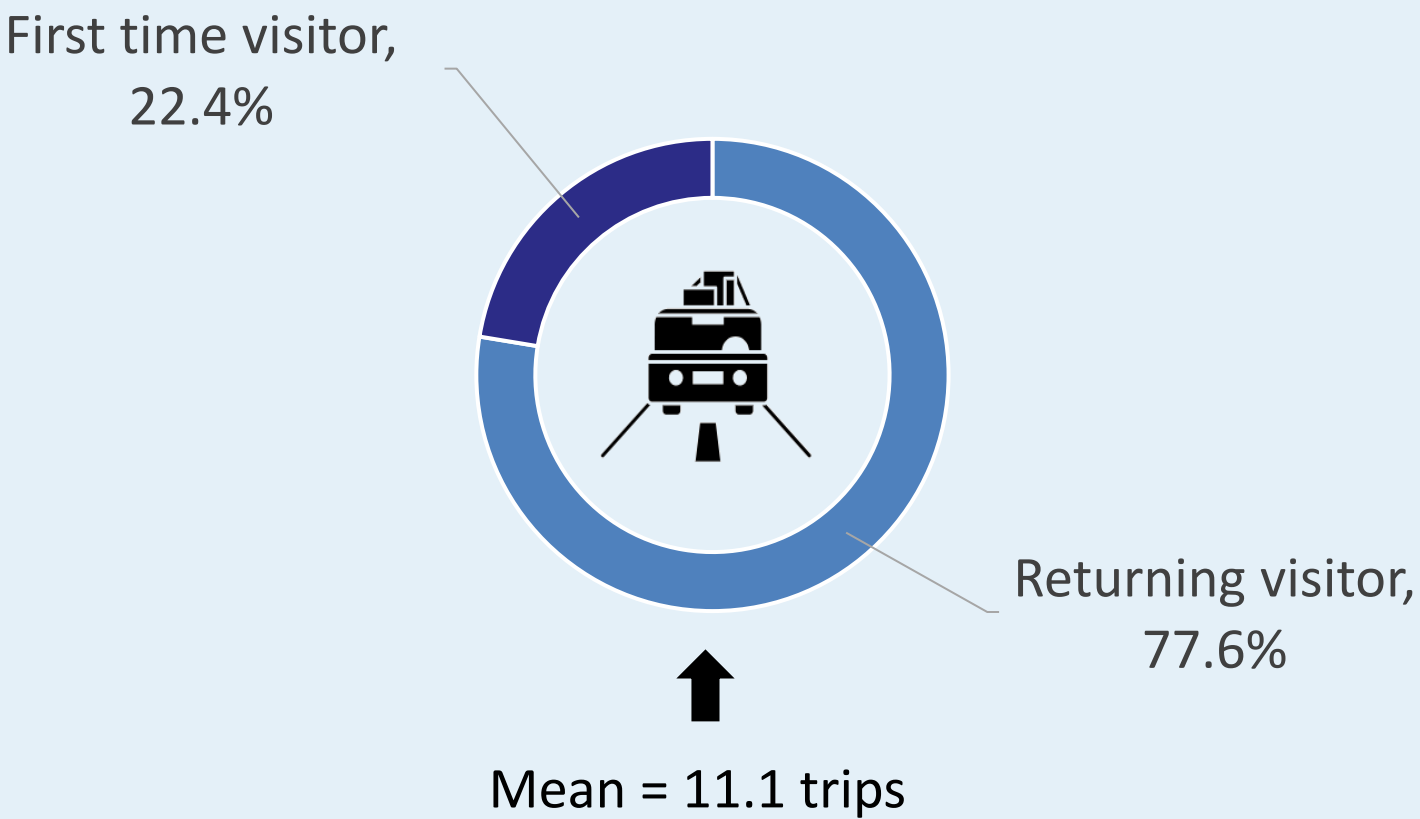
Resources Used to Plan Trip Before Arrival



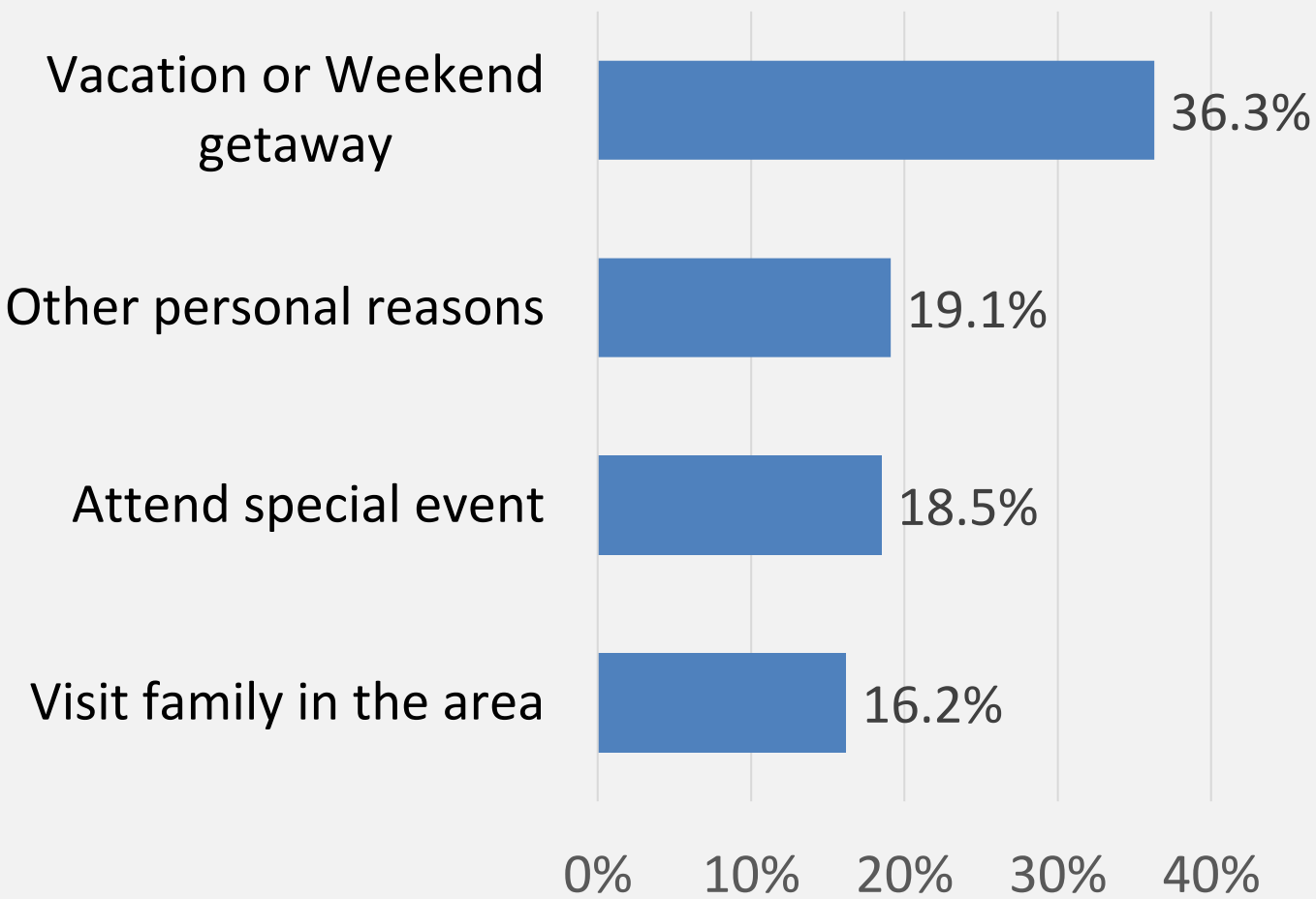
Top Markets of Origin



Past Visitation to Louisville



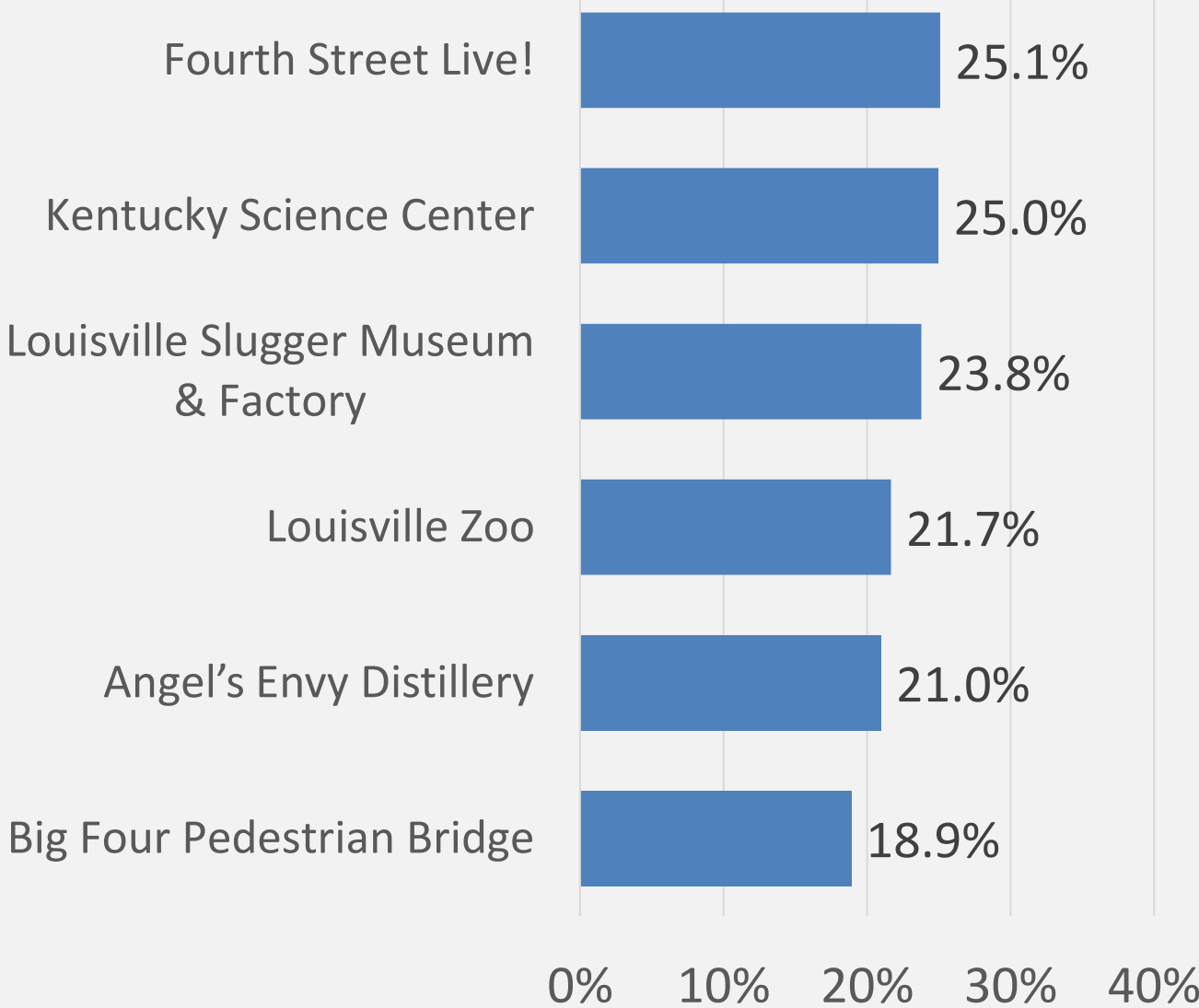
Top Reasons for Visiting



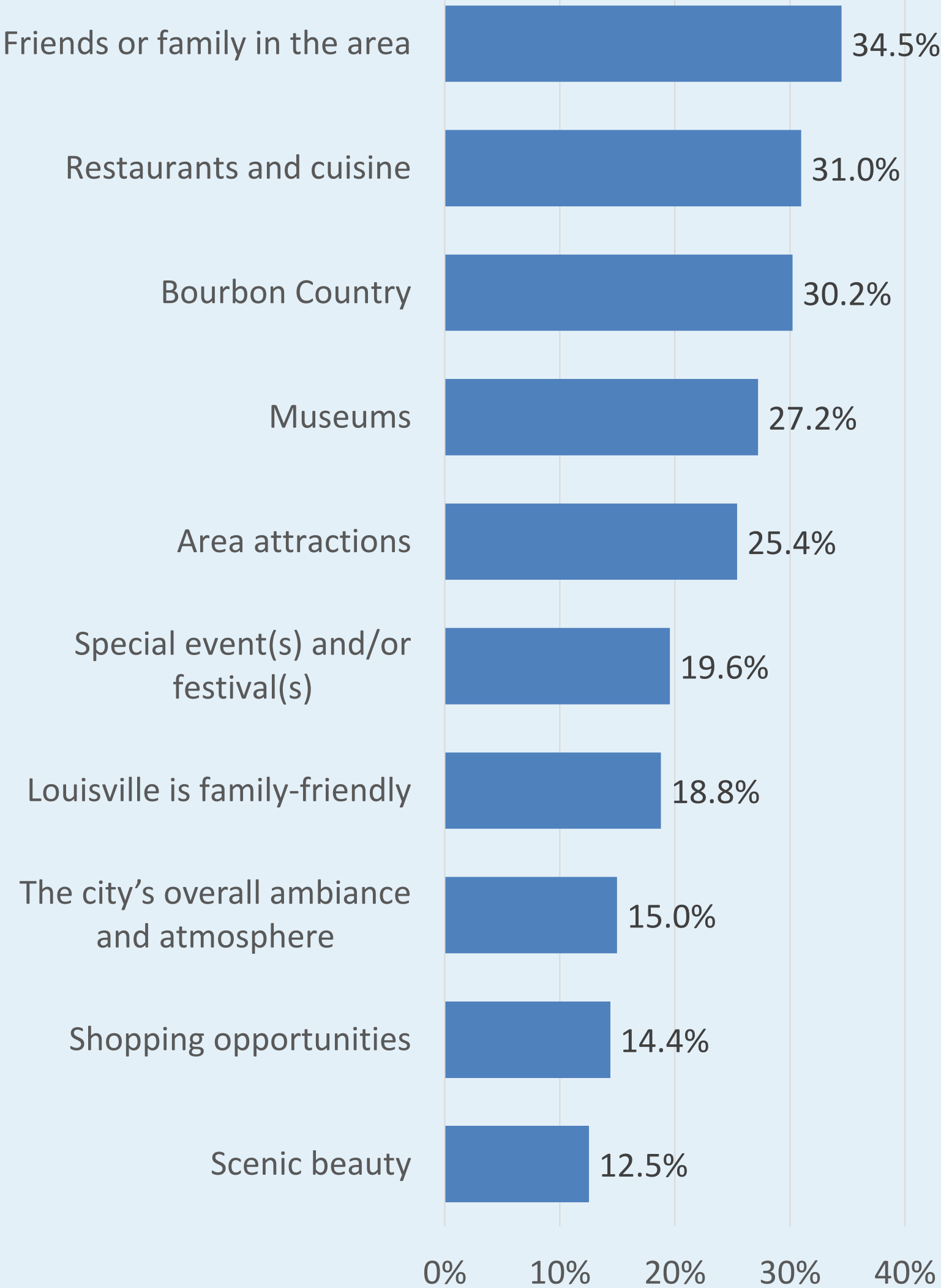
Top Activities



Top Attractions



Factors Important to Decision to Visit



Spending Per Day



Total Spending **\$257.30**

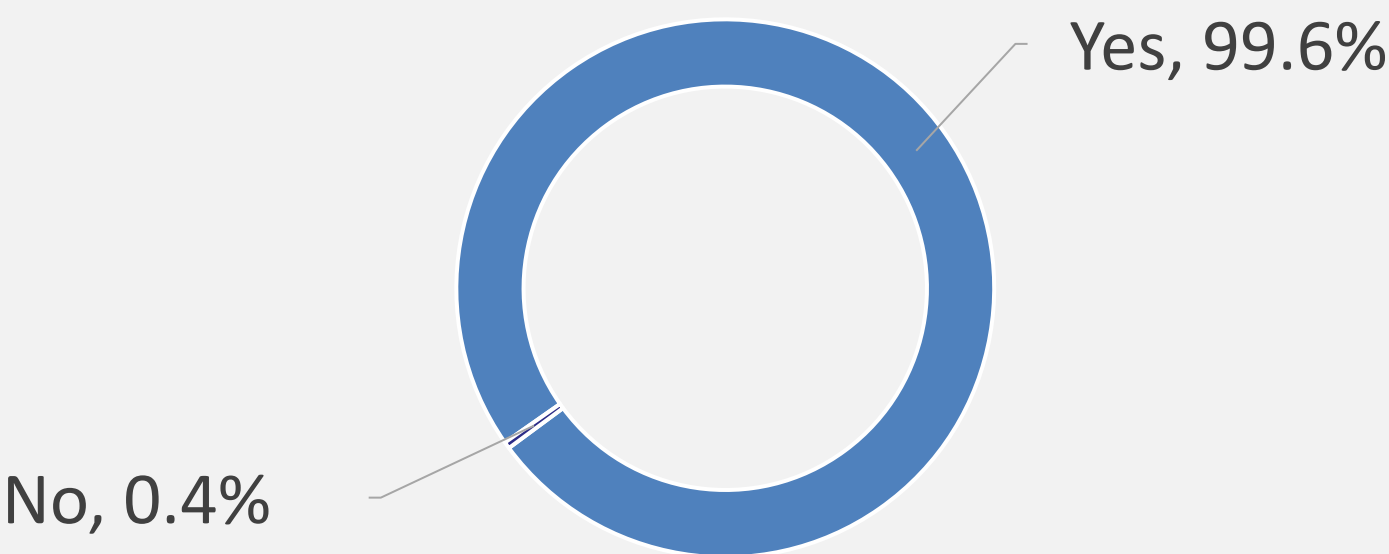


2.5 people covered by spending



\$104.54 spending per person

Would Return to Louisville



Most Liked Aspects of Louisville



10.2% Lots to do



9.6% Bourbon



6.1% Friendly locals

Days and Nights Spent in Louisville

2.4 Days



1.7 Nights



Travel Group Composition

3.0 People



1.2 Male



1.3 Female



0.6 Children

Likelihood to Recommend Louisville Attractions



On average, visitors were likely to recommend the specific Louisville attraction where they were surveyed at an **8.9 out of 10**

Least Liked Aspects of Louisville



30.0% Traffic



19.8% Perfect as is



12.0% Weather



GEN XERS

Survey respondents between the age of 35 to 54.

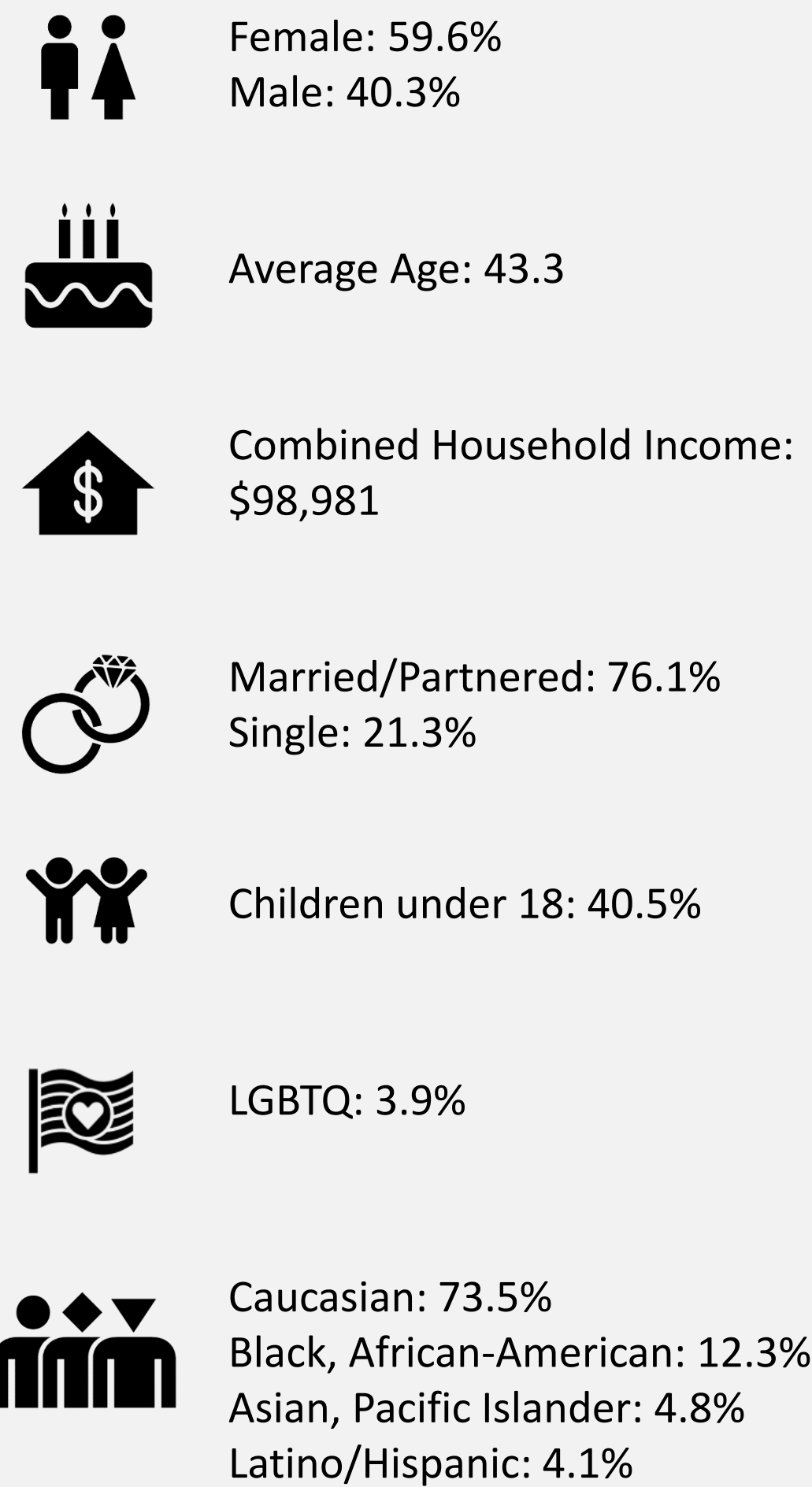
721 completed surveys.

The summary at right describes the key characteristics of Gen Xers, including how this segment compares to Millennials and Baby Boomers.

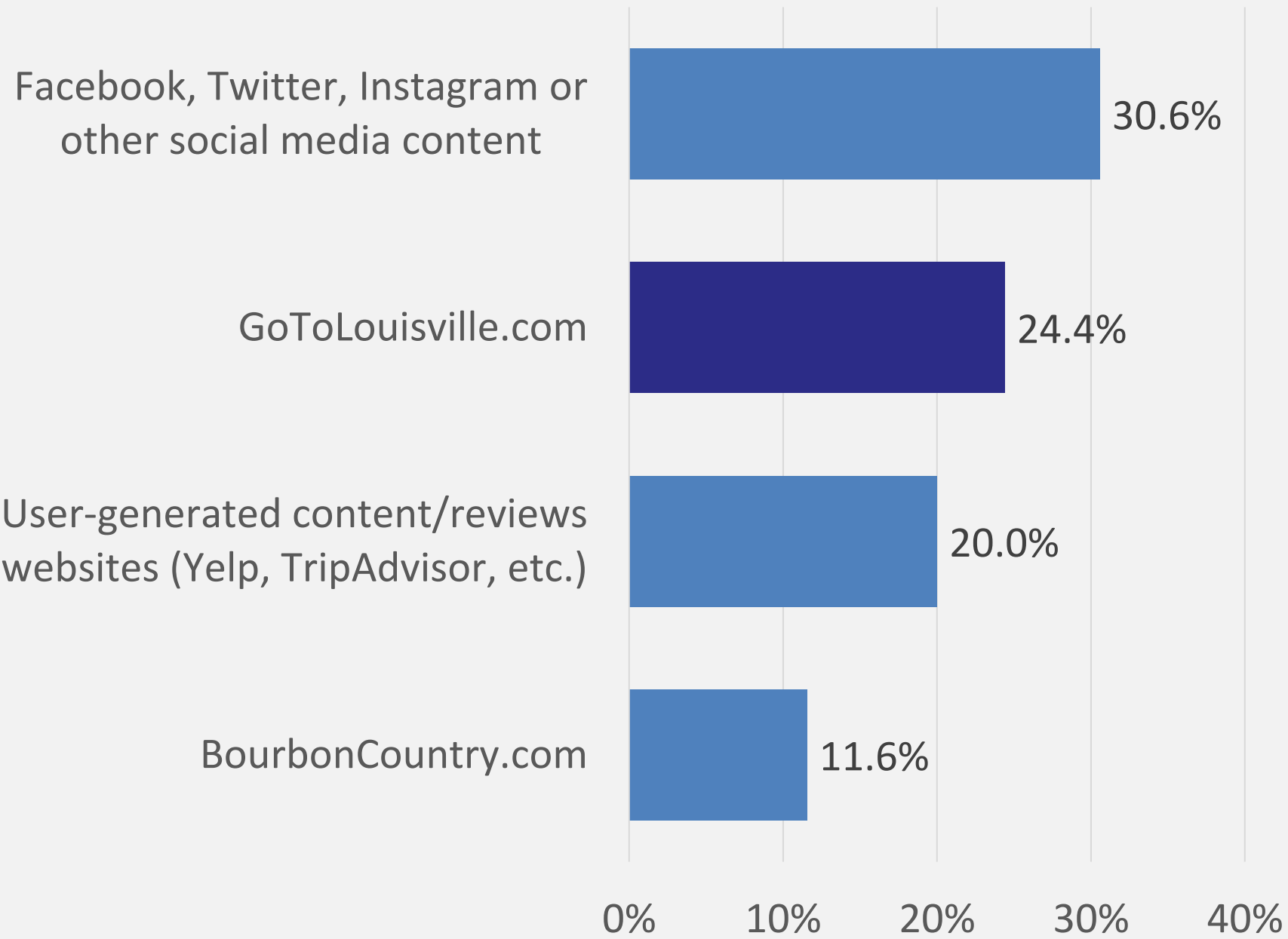
KEY CHARACTERISTICS

- Gen X visitors to Louisville have an average household income of \$98,981 (lower compared to the Baby Boomer and older segment at \$108,430). Three-quarters are married or partnered (76.1%), significantly higher compared to Millennials, and they're the likeliest generation to have children under the age of 18 (40.5%).
- Gen X visitors were more likely than their older counterparts to use social media to plan their Louisville trip (30.6%) and were the likeliest generation to use GoToLouisville.com (24.4%).
- Three-quarters of Gen X visitors were returning visitors (75.2%) and average 8.2 past visits to Louisville, similar to Baby Boomers and older.
- Gen X visitors were most apt to visit museums, dine in restaurants and go bourbon tasting during their trip compared to other generations.
- About 30 percent or more visited the Louisville Slugger Museum & Factory and Fourth Street Live! and did so at a higher rate compared to the other generations.
- Of the three generations, they spent the most per travel party, averaging \$322 per day.

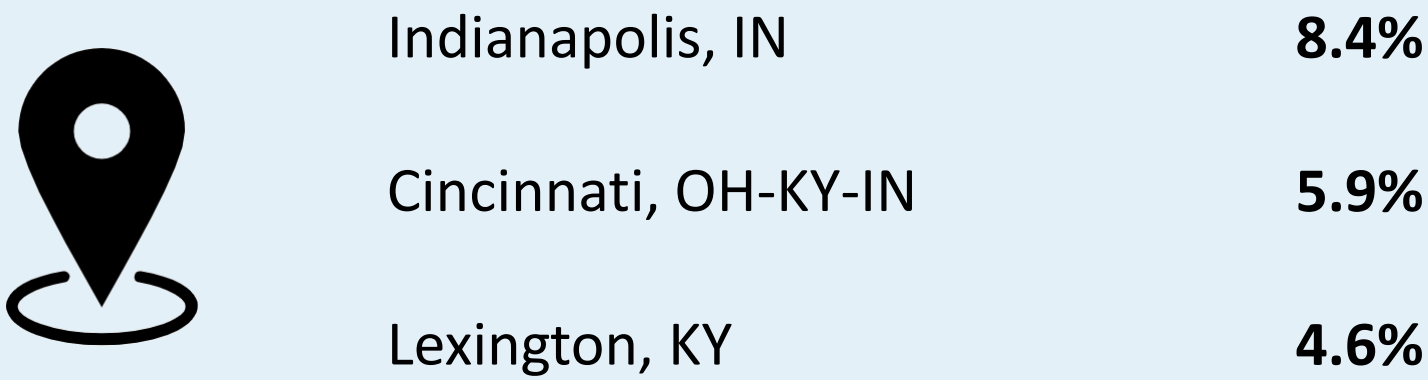
DEMOGRAPHICS:



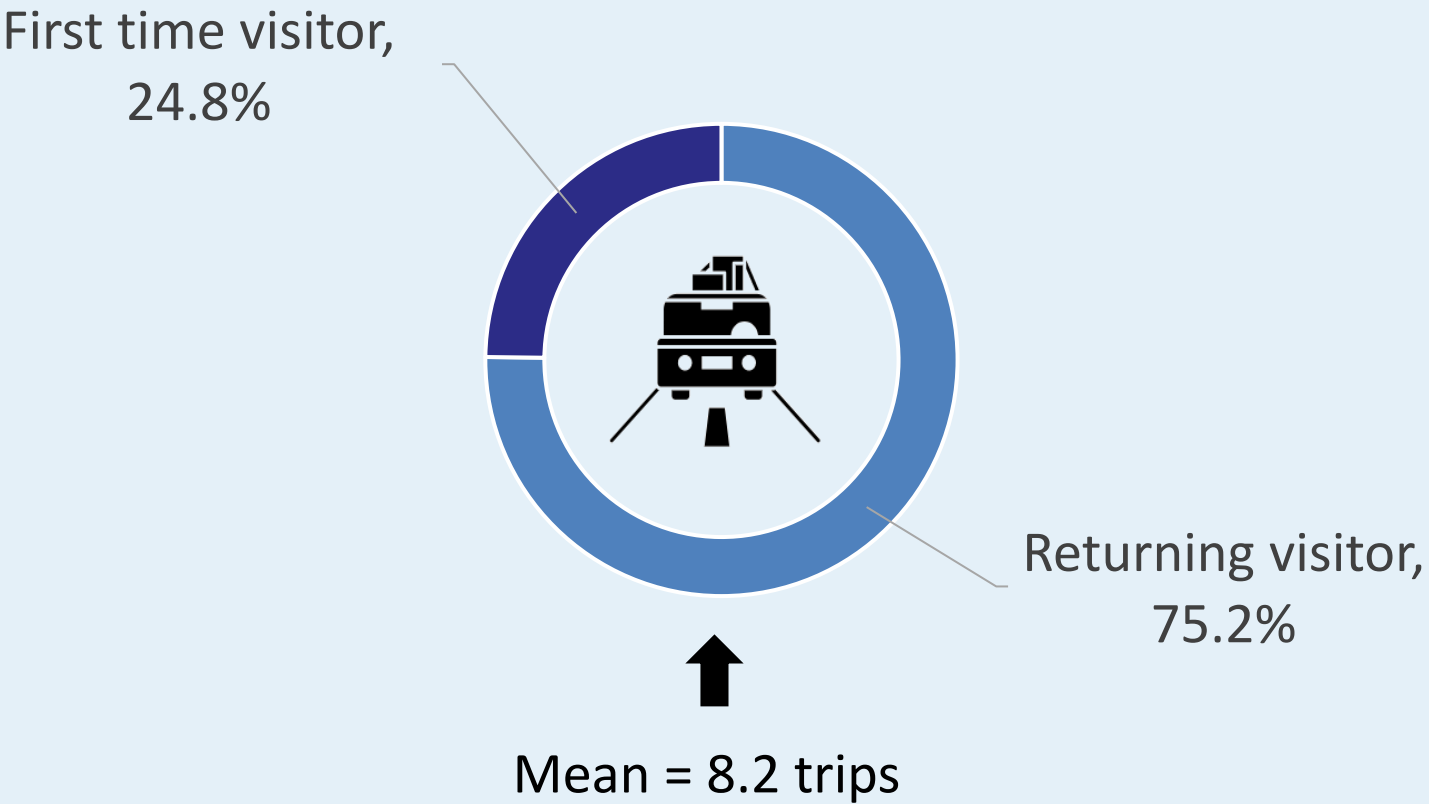
Resources Used to Plan Trip Before Arrival



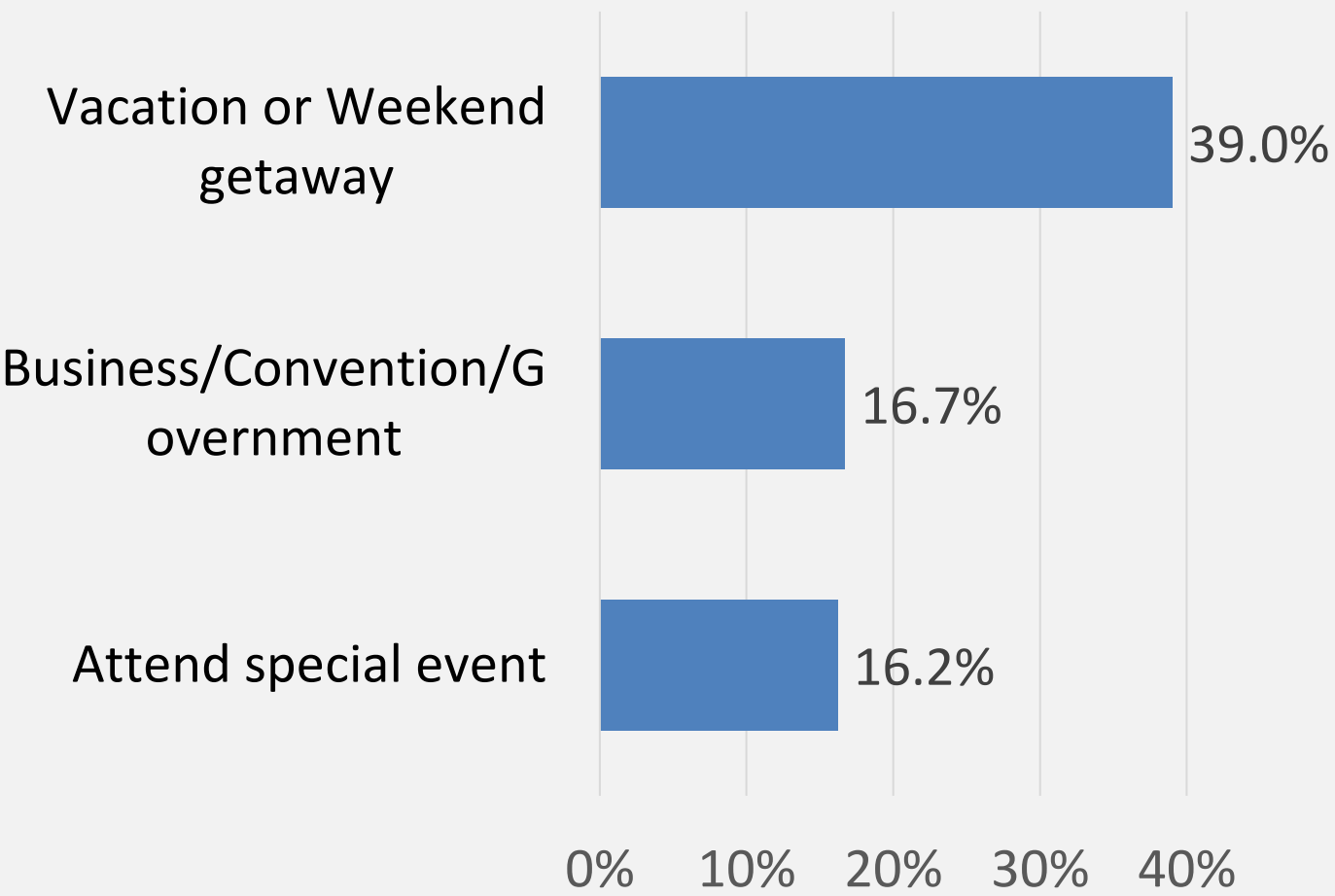
Top Markets of Origin



Past Visitation to Louisville



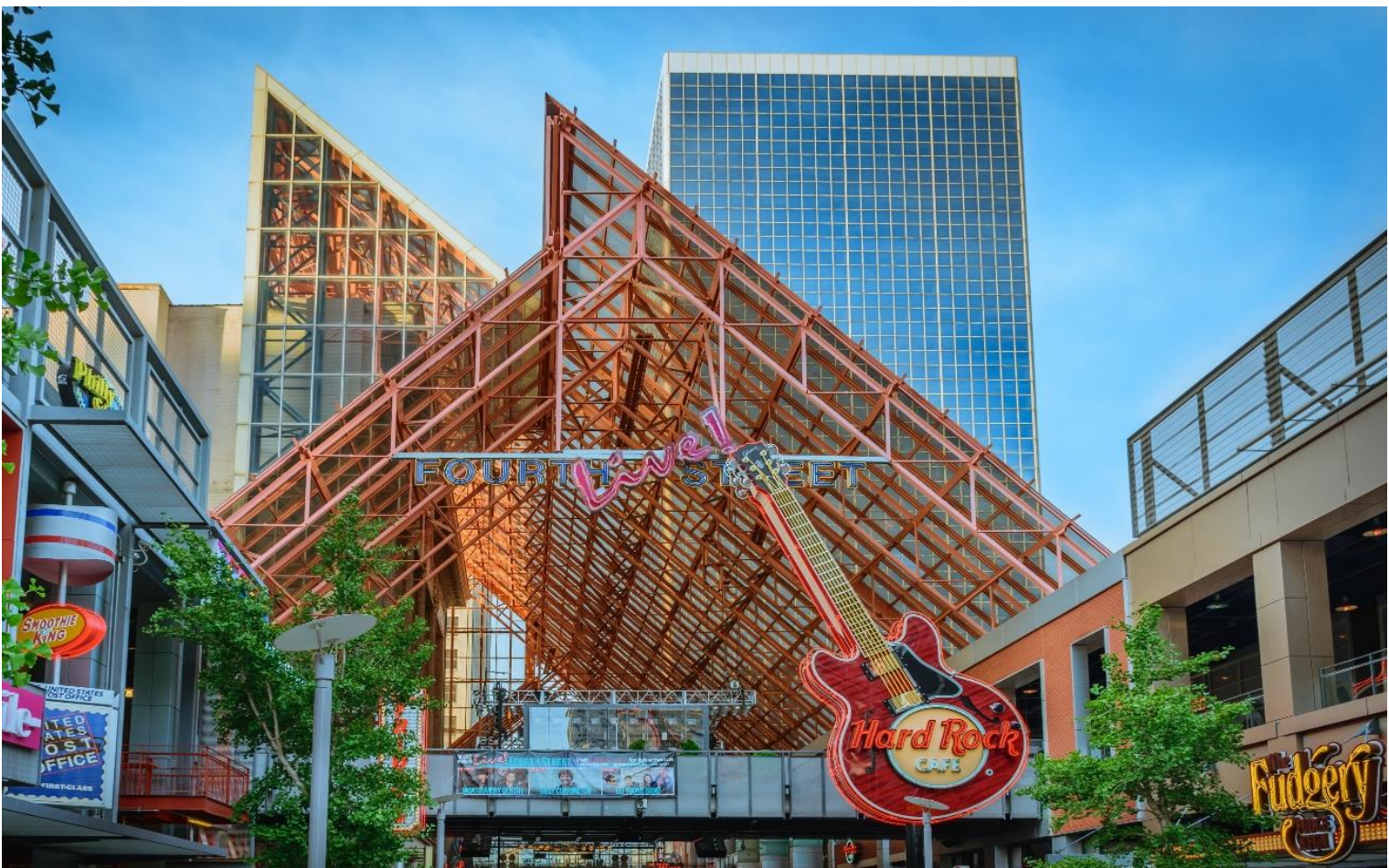
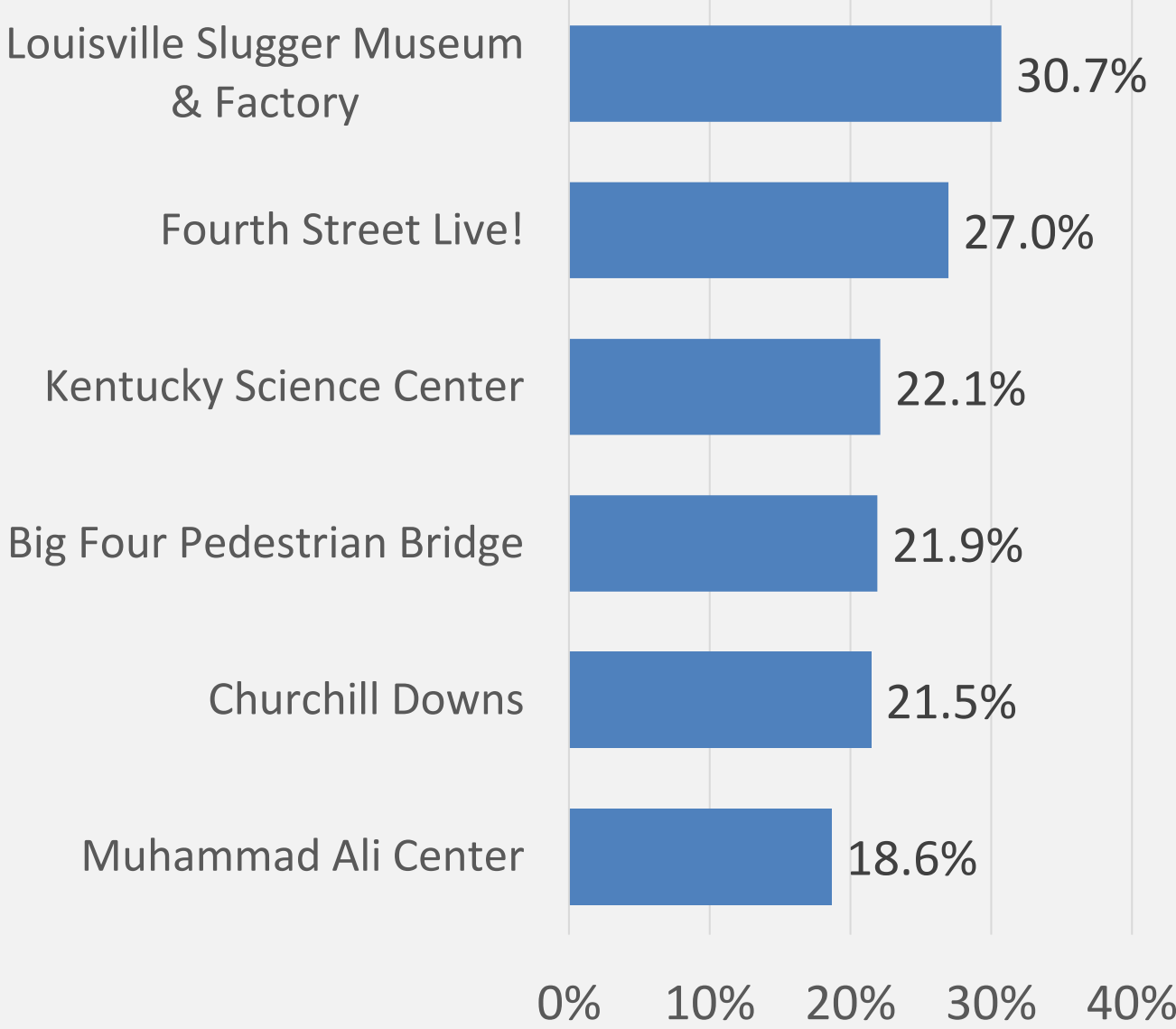
Top Reasons for Visiting



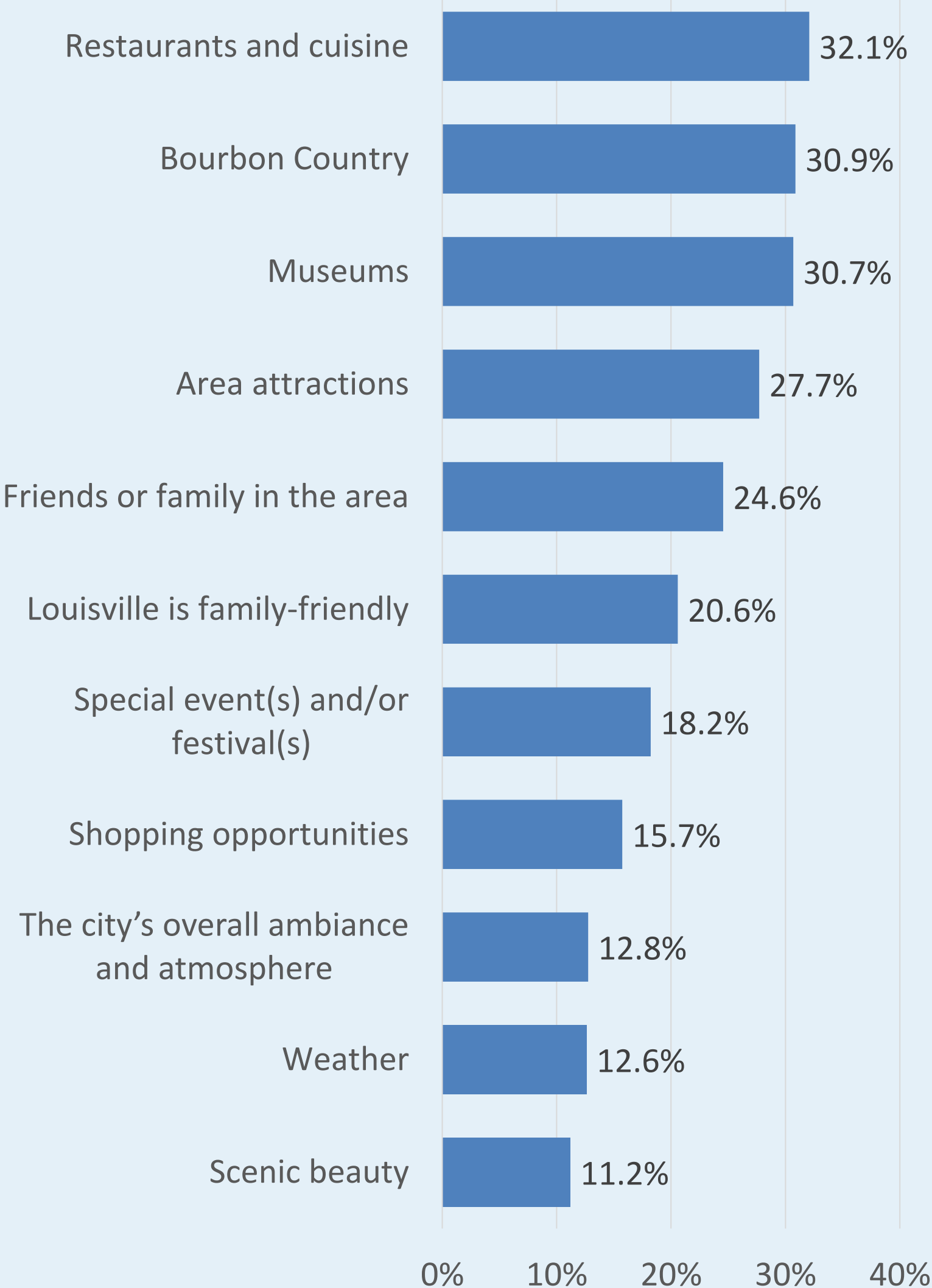
Top Activities



Top Attractions



Factors Important to Decision to Visit



Spending Per Day



Total Spending **\$321.98**

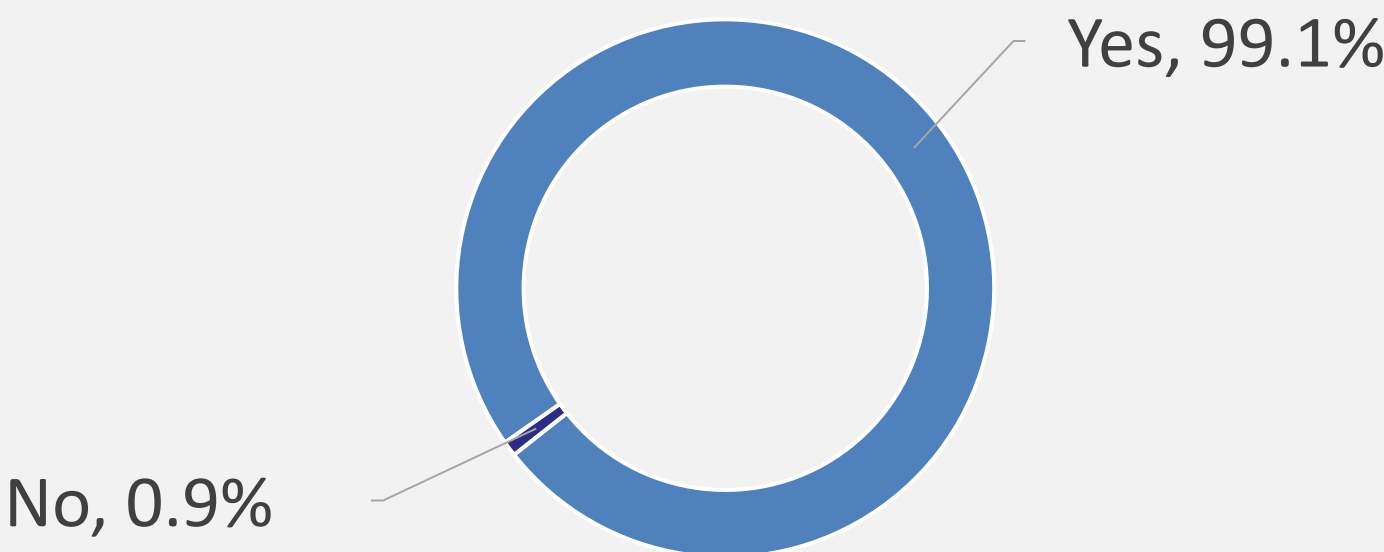


2.9 people covered by spending



\$110.34 spending per person

Would Return to Louisville



Most Liked Aspects of Louisville



15.5% Friendly locals



8.0% Lots to do



8.0% Bourbon

Days and Nights Spent in Louisville

2.8 Days



2.2 Nights



Likelihood to Recommend Louisville Attractions



Least Liked Aspects of Louisville



23.6% Perfect as is



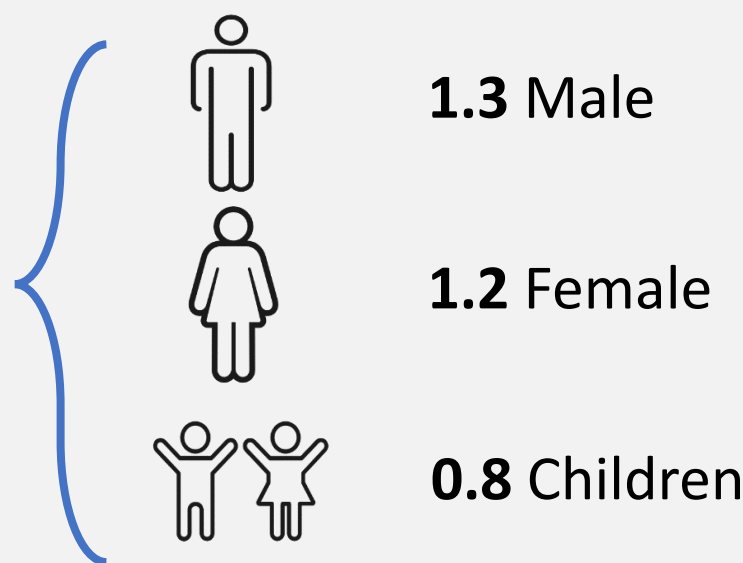
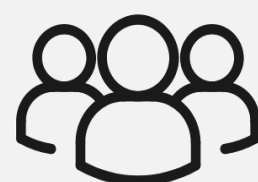
20.9% Traffic



14.6% Weather

Travel Group Composition

3.3
People





BABY BOOMERS AND OLDER

Survey respondents age 55 or older.

338 completed surveys.

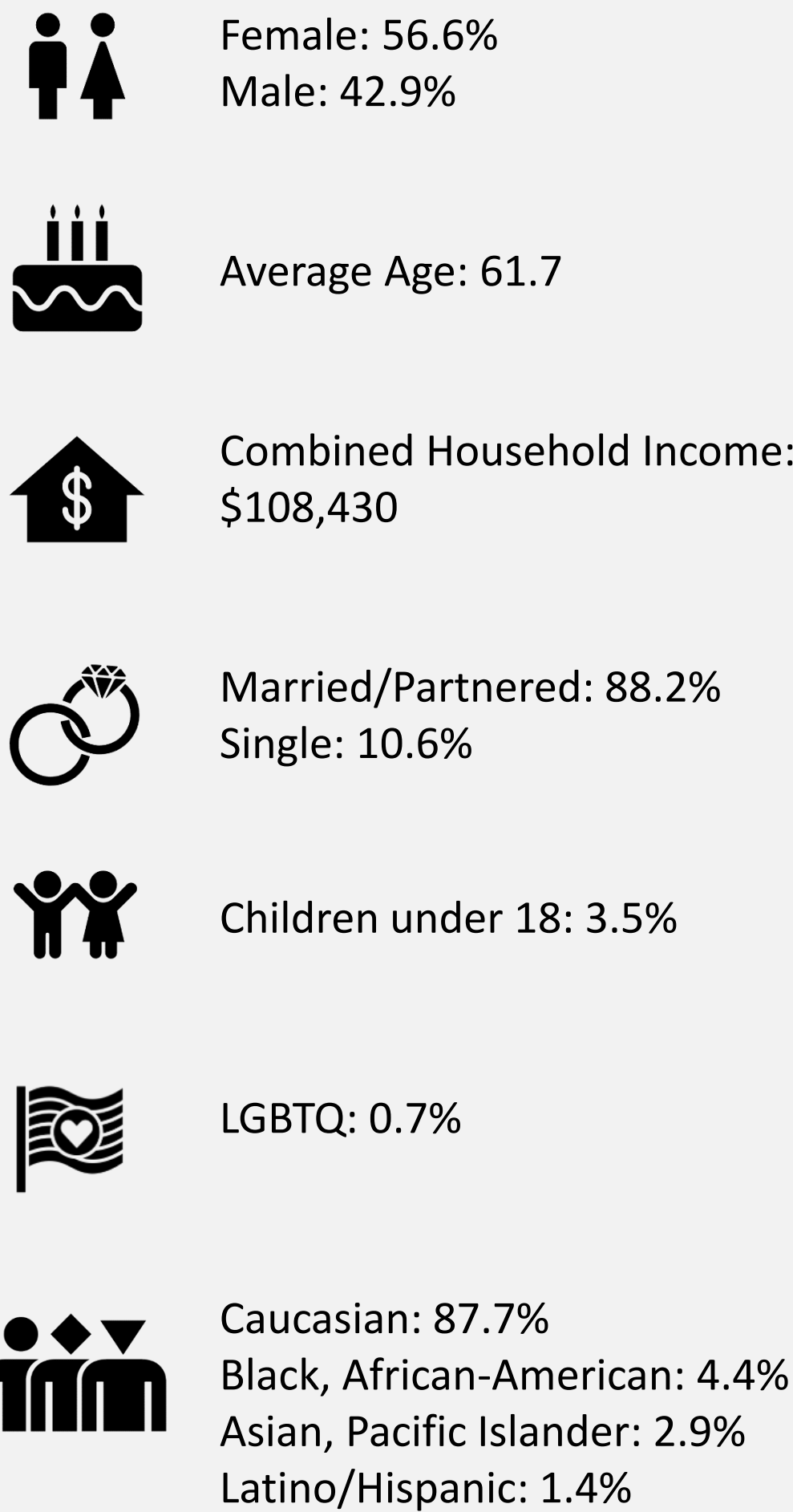
The summary at right describes the key characteristics of Baby Boomers, including how this segment compares to Millennials and Gen Xers.

KEY CHARACTERISTICS

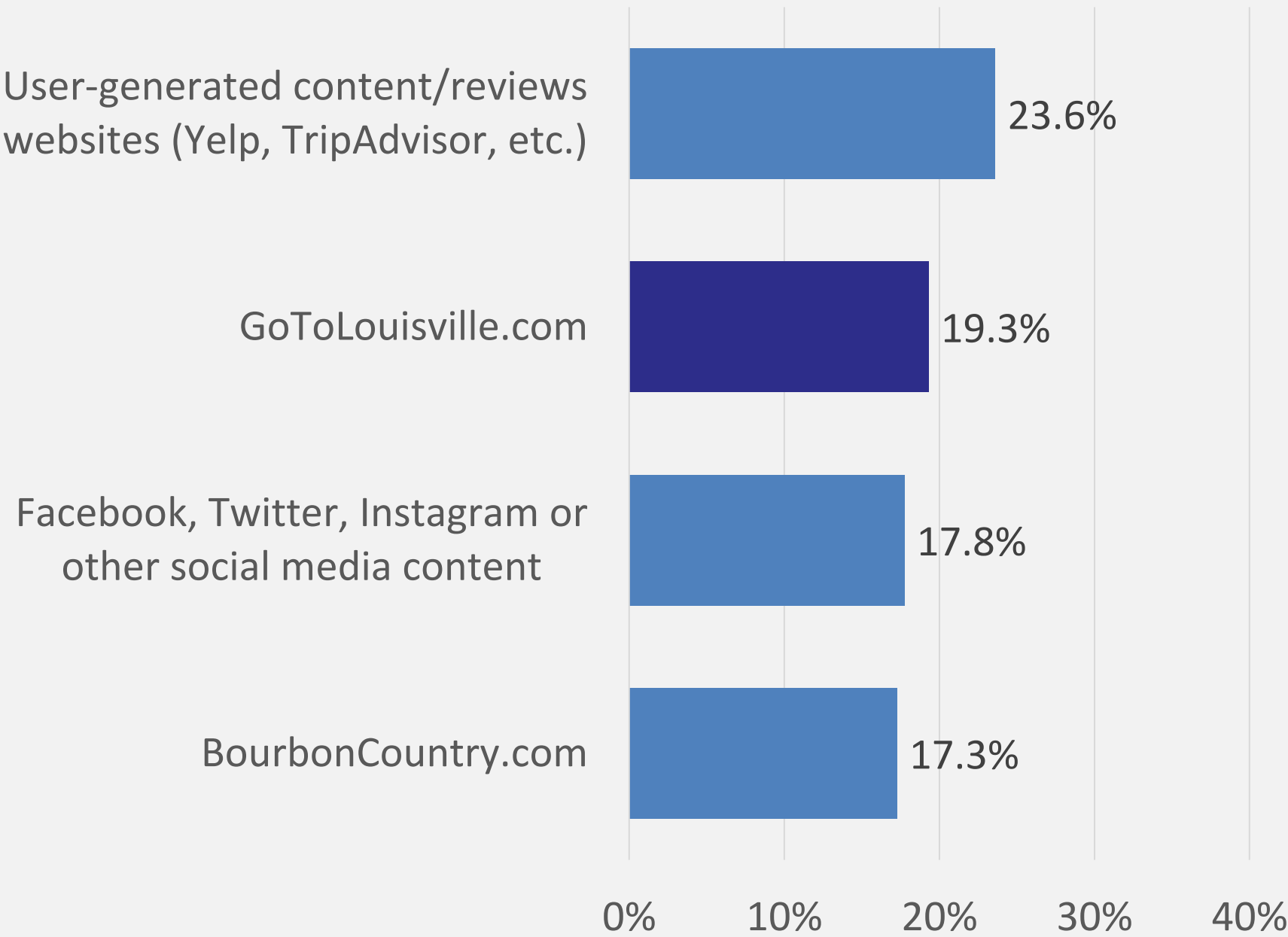
- Baby Boomer and older visitors to Louisville are the most affluent of the generations, with an annual household income of \$108,430. Nine-in-ten are married or partnered (88.2%), significantly higher compared to other generations, while only 3.5 percent have children under the age of 18.
- Compared to Millennials, Baby Boomer and older visitors were more likely to access user-generated content/reviews websites (23.6%) and GoToLouisville.com (19.3%) to plan their Louisville trip.
- Nearly three-quarters of Baby Boomer and older visitors were returning visitors (73.4%), averaging 9.5 past visits to Louisville.
- Baby Boomer and older visitors were more likely than their younger counterparts to go bourbon tasting during their Louisville trip.
- While the Louisville Slugger Museum & Factory was the top attraction Baby Boomer and older visitors went to, they were more likely to visit Angel's Envy than their younger counterparts.
- Baby Boomer and older visitors spent more than Millennials, averaging \$298 per travel party, per day.

BABY BOOMERS AND OLDER *Who they are*

DEMOGRAPHICS:



Resources Used to Plan Trip Before Arrival

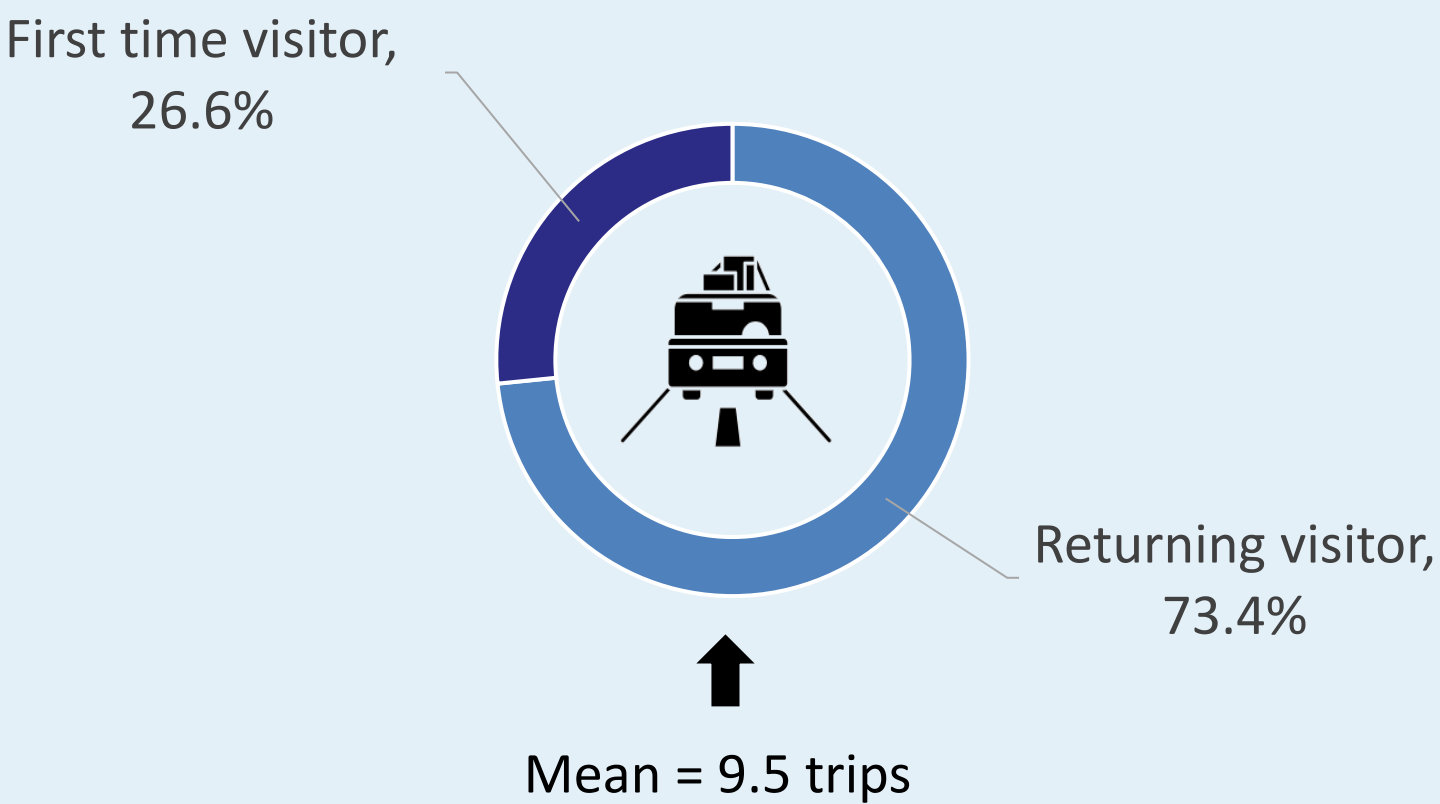


Top Markets of Origin

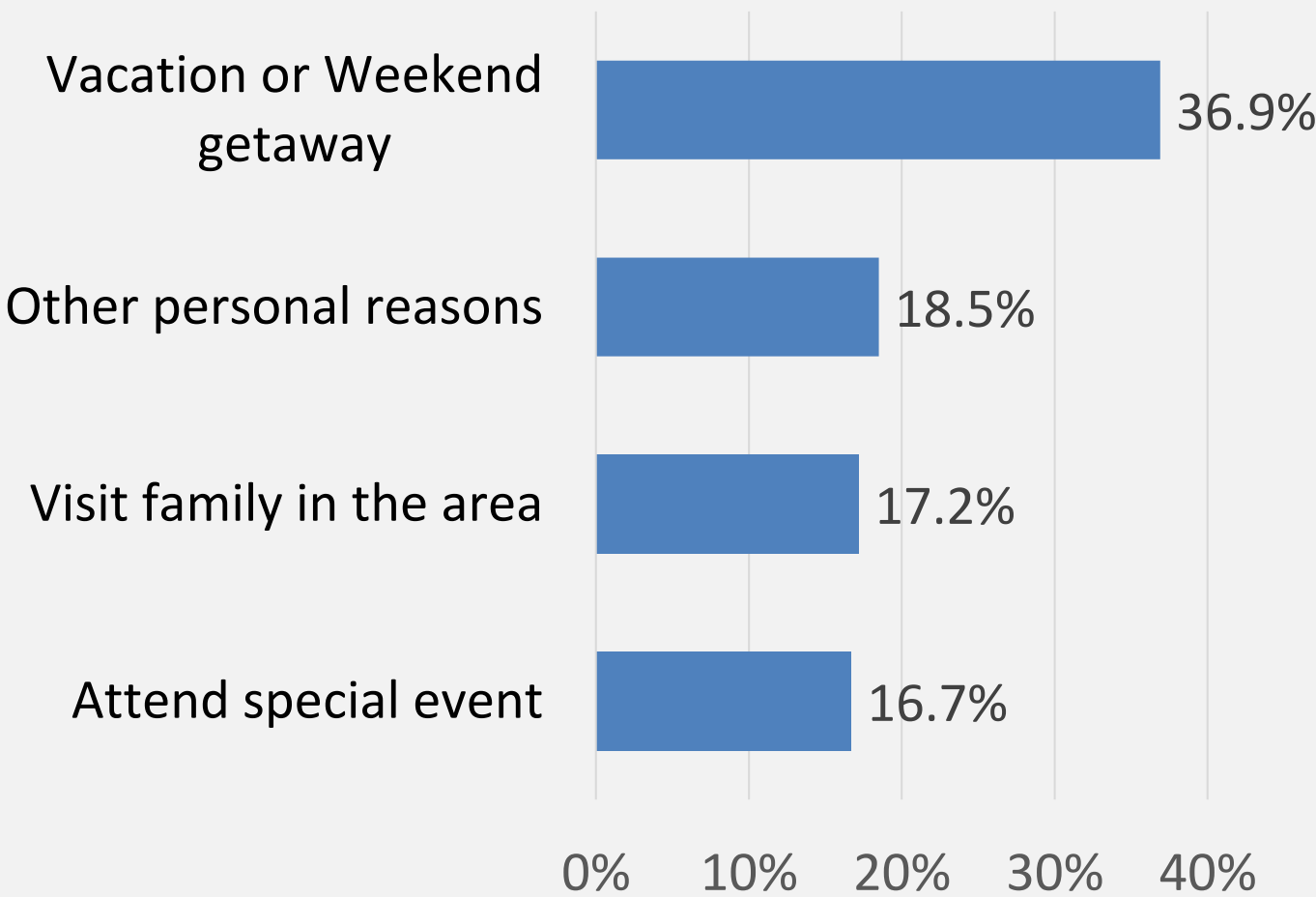


Indianapolis, IN	7.0%
Nashville, TN	5.2%
Chicago, IL	5.1%

Past Visitation to Louisville



Top Reasons for Visiting

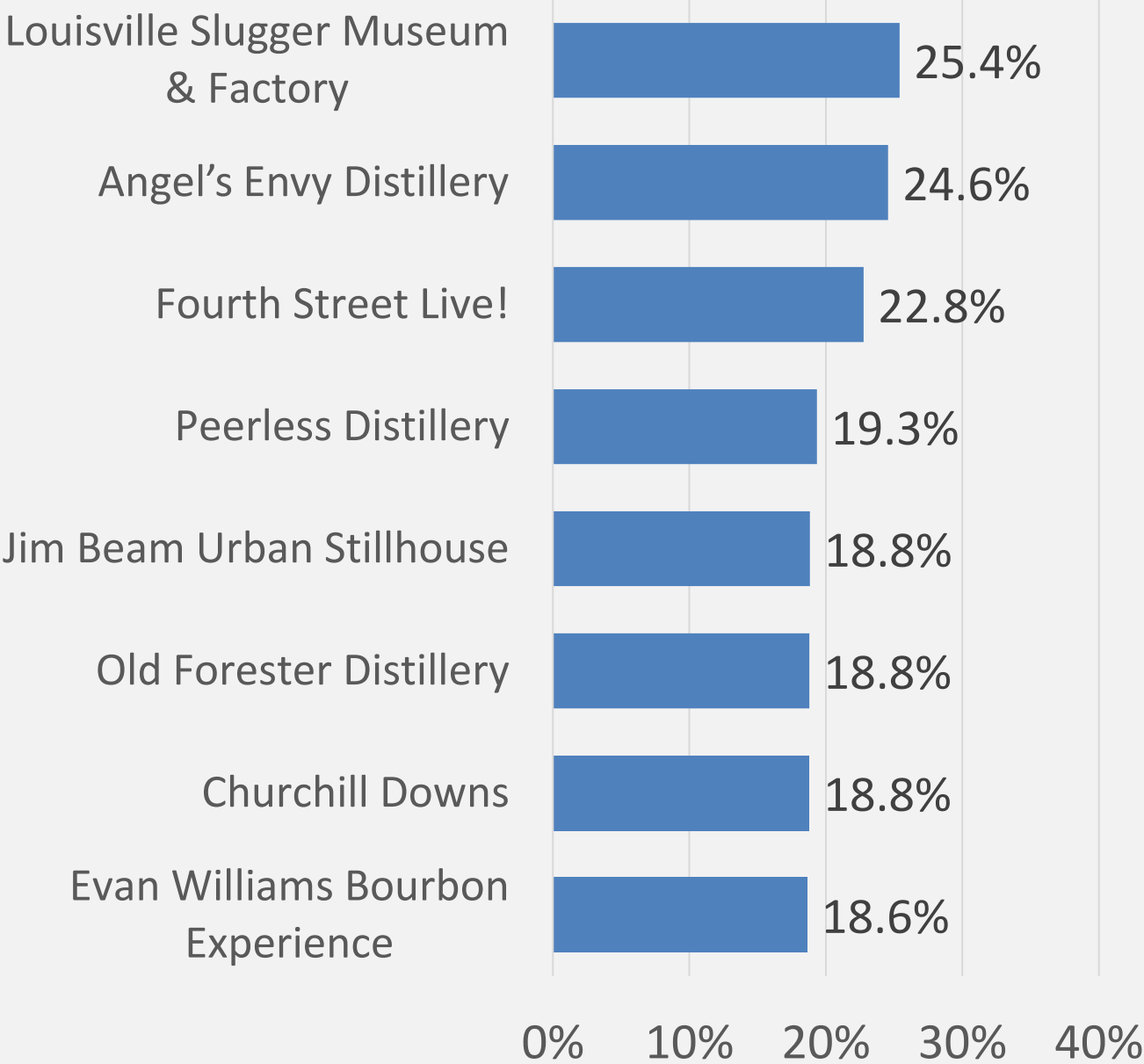


BABY BOOMERS AND OLDER *Louisville Trip Details*

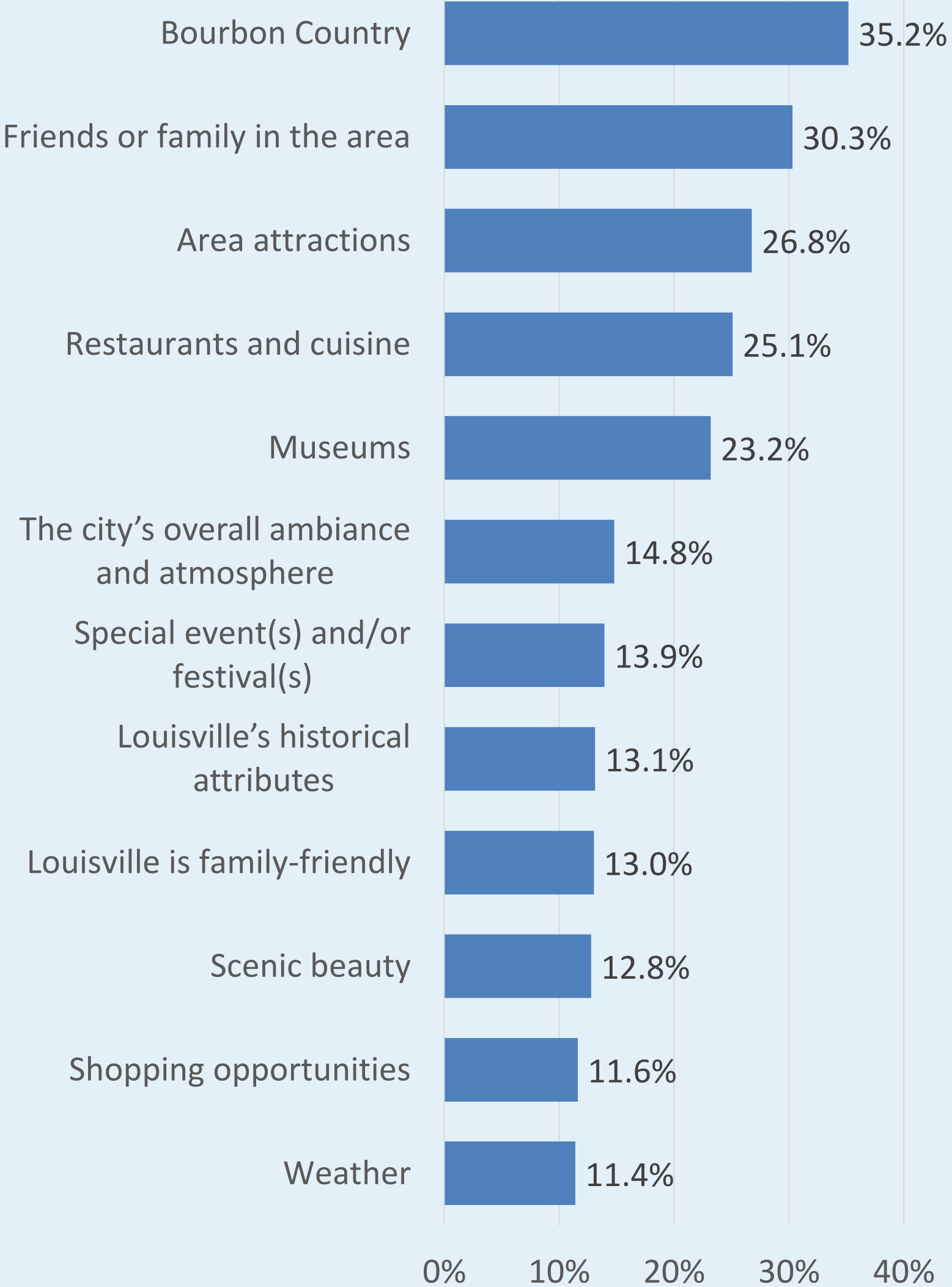
Top Activities



Top Attractions



Factors Important to Decision to Visit



BABY BOOMERS AND OLDER *Louisville Trip Details*

Spending Per Day



Total Spending **\$298.15**

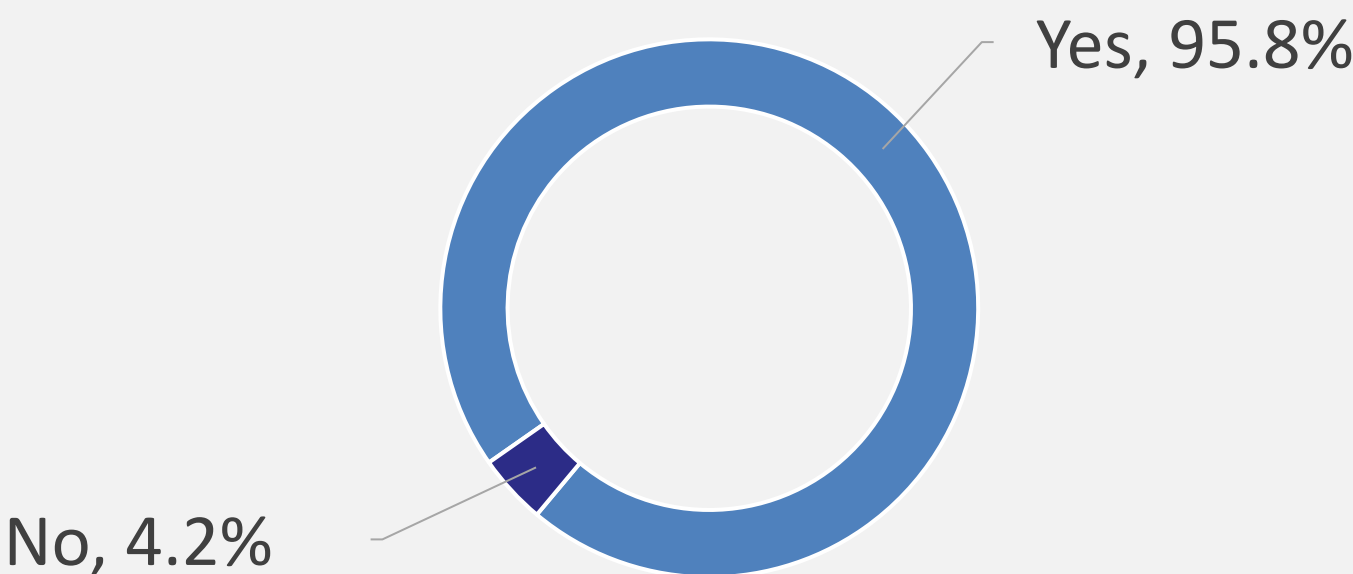


2.6 people covered by spending



\$114.15 spending per person

Would Return to Louisville



Most Liked Aspects of Louisville



12.4% Bourbon



10.8% Friendly locals



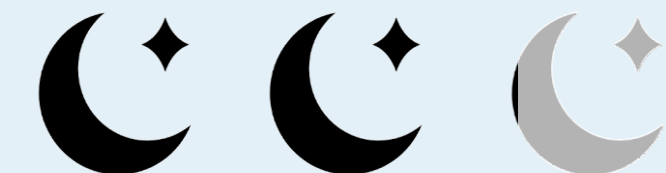
5.0% Attractions

Days and Nights Spent in Louisville

2.6 Days



2.1 Nights



Likelihood to Recommend Louisville Attractions



On average, visitors were likely to recommend the specific Louisville attraction where they were surveyed at an **8.8 out of 10**

Least Liked Aspects of Louisville



28.0% Perfect as is



27.4% Traffic



6.4% Weather

Travel Group Composition

3.0 People



1.2 Male



1.4 Female



0.4 Children

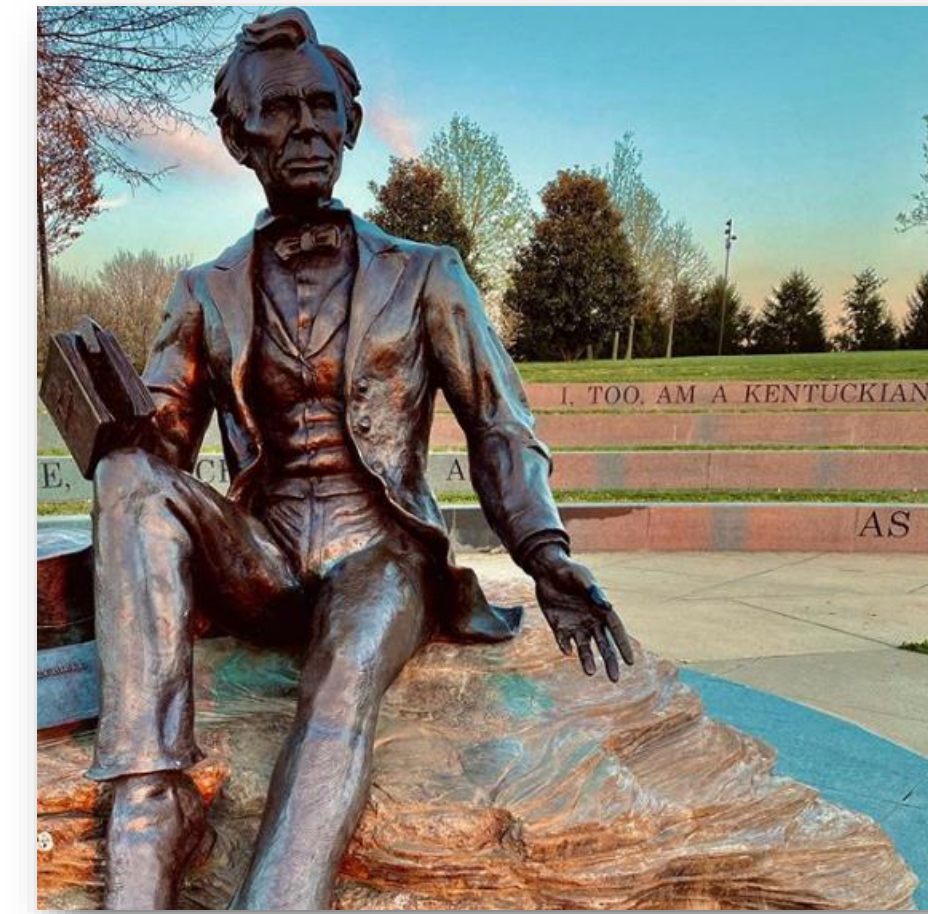


DETAILED FINDINGS

About this Section

In the detailed findings section, 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.



Above: Image of Louisville courtesy of @gotolouisville Instagram.

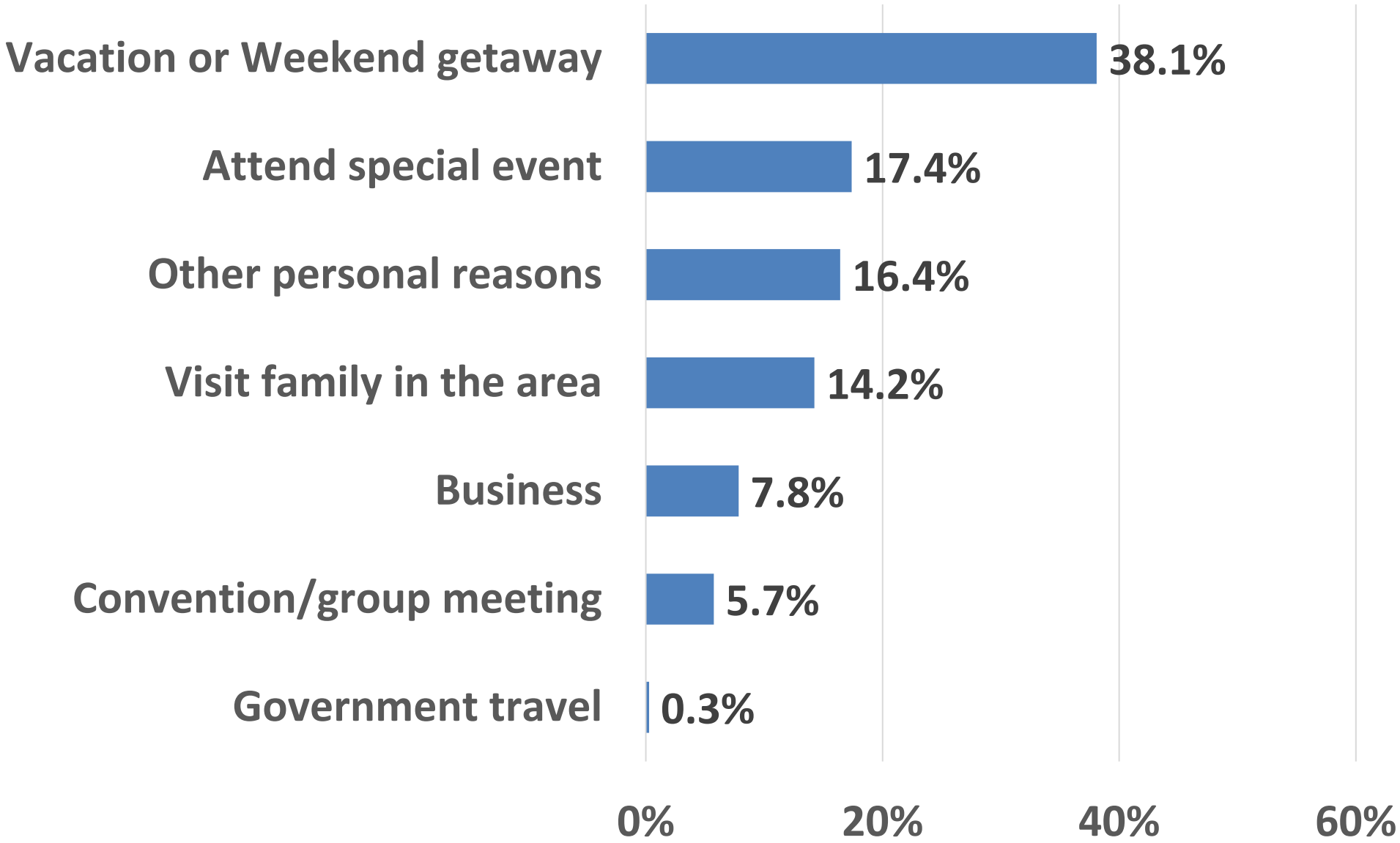
Key Definitions:

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.

Primary Reason for Louisville Trip

Visitors came to Louisville primarily for leisure. Vacation or weekend getaway was the top reason visitors traveled to Louisville (38.1%). In total, 13.9 percent were in town for business, convention/group meeting and/or government travel. Those staying in a hotel were most likely to be in Louisville on a vacation or weekend getaway (45.5%), while VFRs are mainly in the city to visit family in the area (49.9%).

Figure 1: Primary Reason for Louisville Trip



Base: All respondents. 1,465 completed surveys

Detail by Type of Visitor

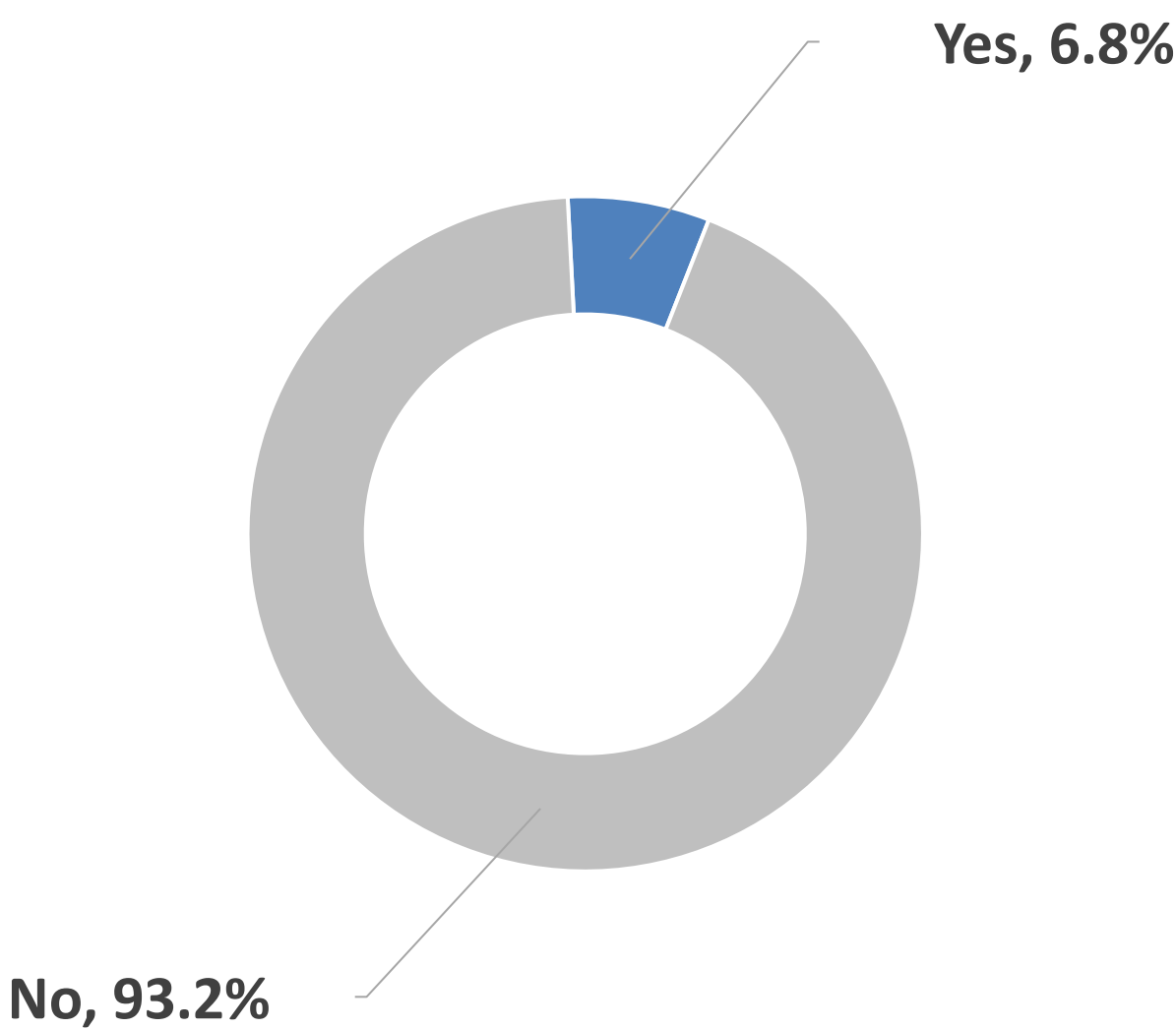
	Total	Hotel	VFR	Day-Trip
Vacation or Weekend getaway	38.1%	45.5%	32.7%	35.1%
Attend special event	17.4%	17.0%	7.0%	19.1%
Other personal reasons	16.4%	5.2%	9.0%	21.6%
Visit family in the area	14.2%	3.8%	49.9%	13.5%
Business	7.8%	17.4%	1.4%	5.8%
Convention/group meeting	5.7%	10.9%	0.0%	4.6%
Government travel	0.3%	0.1%	0.0%	0.3%
Base	1,465	781	145	355

Question: What is your primary reason for visiting Louisville? (Select one)

Escorted Group Tour

Over 5 percent of visitors surveyed reported being a part of an escorted group tour during their visit to Louisville (6.8%).

Figure 2: Escorted Group Tour



Base: All respondents. 1,421 completed surveys

Detail by Type of Visitor

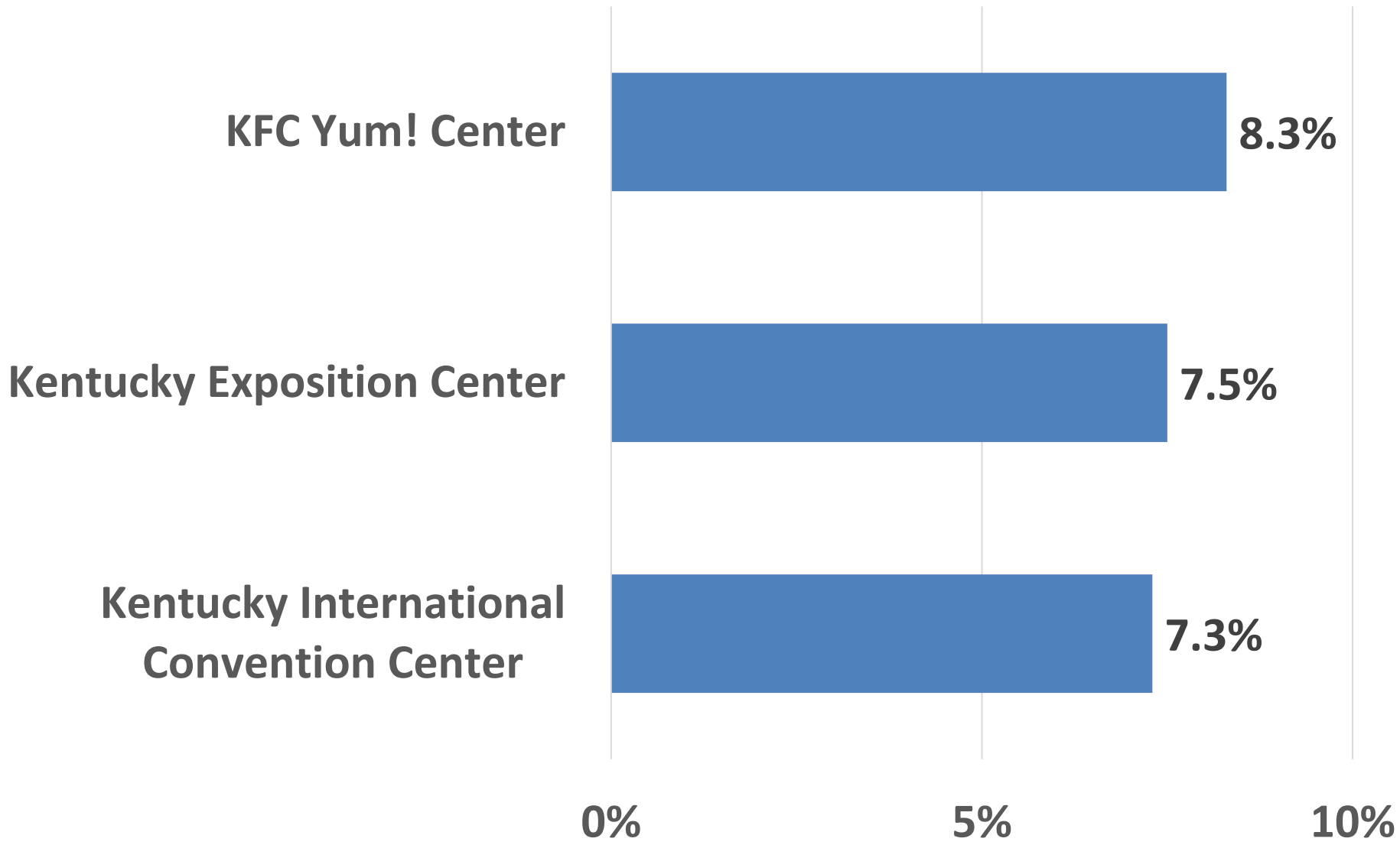
	Total	Hotel	VFR	Day-Trip
Yes	6.8%	7.5%	0.0%	6.4%
No	93.2%	92.5%	100.0%	93.6%
Base	1,421	755	142	347

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

Attended Meetings/Events at Major Venues

One-third of hotel guests attended a meeting or event at one of the three major Louisville event spaces (34.8%). Visitors were asked if they attended any meetings or events at the three major Louisville event spaces. Similar percentages of all visitors surveyed attended a meeting or event at the KFC Yum! Center (8.3%), the Kentucky Exposition Center (7.5%) and/or the Kentucky International Convention Center (7.3%) .

Figure 3: Attended Meetings/Events at Major Venues



Base: All respondents. 1,480 completed surveys.

Detail by Type of Visitor

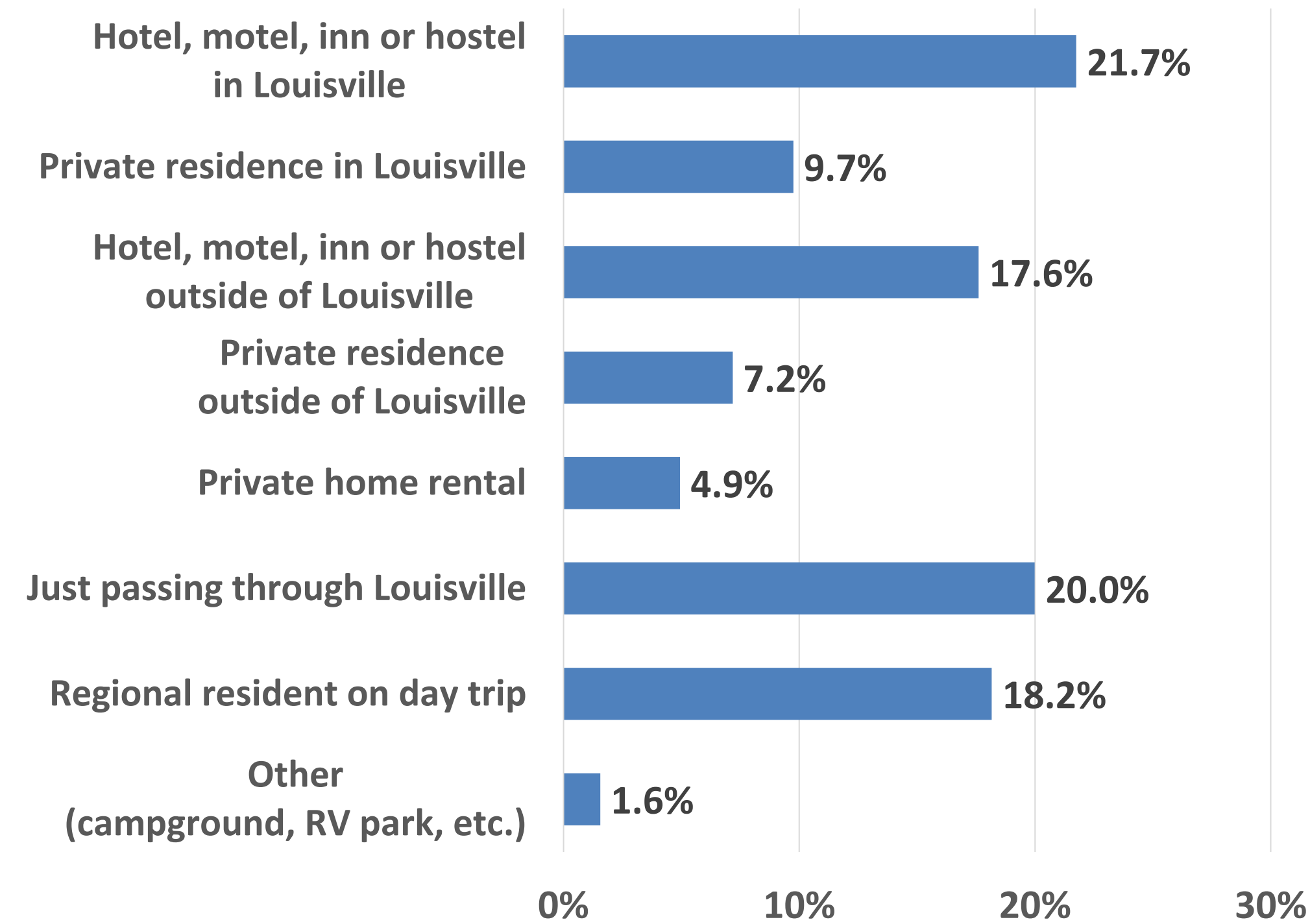
	Total	Hotel	VFR	Day-Trip
KFC Yum! Center	8.3%	12.3%	14.5%	6.3%
Kentucky Exposition Center	7.5%	10.4%	9.0%	5.7%
Kentucky International Convention Center	7.3%	18.9%	3.7%	4.0%
Attended meeting or event at 1 or more of these venues	18.7%	34.8%	23.8%	12.0%
Base	1,480	790	146	356

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

Place of Stay

One-in-five visitors stayed overnight in a Louisville hotel, motel or inn during their visit. Following the 21.7 percent of Louisville visitors surveyed who stayed in commercial lodging within the city, approximately one-in-ten visitors stayed in the private residence of a friend or relative (9.7%).

Figure 4: Place of Stay



Base: All respondents. 1,453 responses.

Detail by Type of Visitor

	Total	Hotel	VFR	Day-Trip
Hotel, motel, inn or hostel in Louisville	21.7%	100.0%	0.6%	--
Private residence in Louisville	9.7%	0.3%	100.0%	--
Hotel, motel, inn or hostel outside of Louisville	17.6%	--	--	28.2%
Private residence outside of Louisville	7.2%	--	0.7%	11.5%
Private home rental	4.9%	0.1%	--	0.1%
Just passing through Louisville	20.0%	0.1%	--	32.0%
Regional resident on a day trip	18.2%	0.1%	1.4%	29.1%
Other (campground, RV park, etc.)	1.6%	--	--	--
Base	1,453	790	146	356

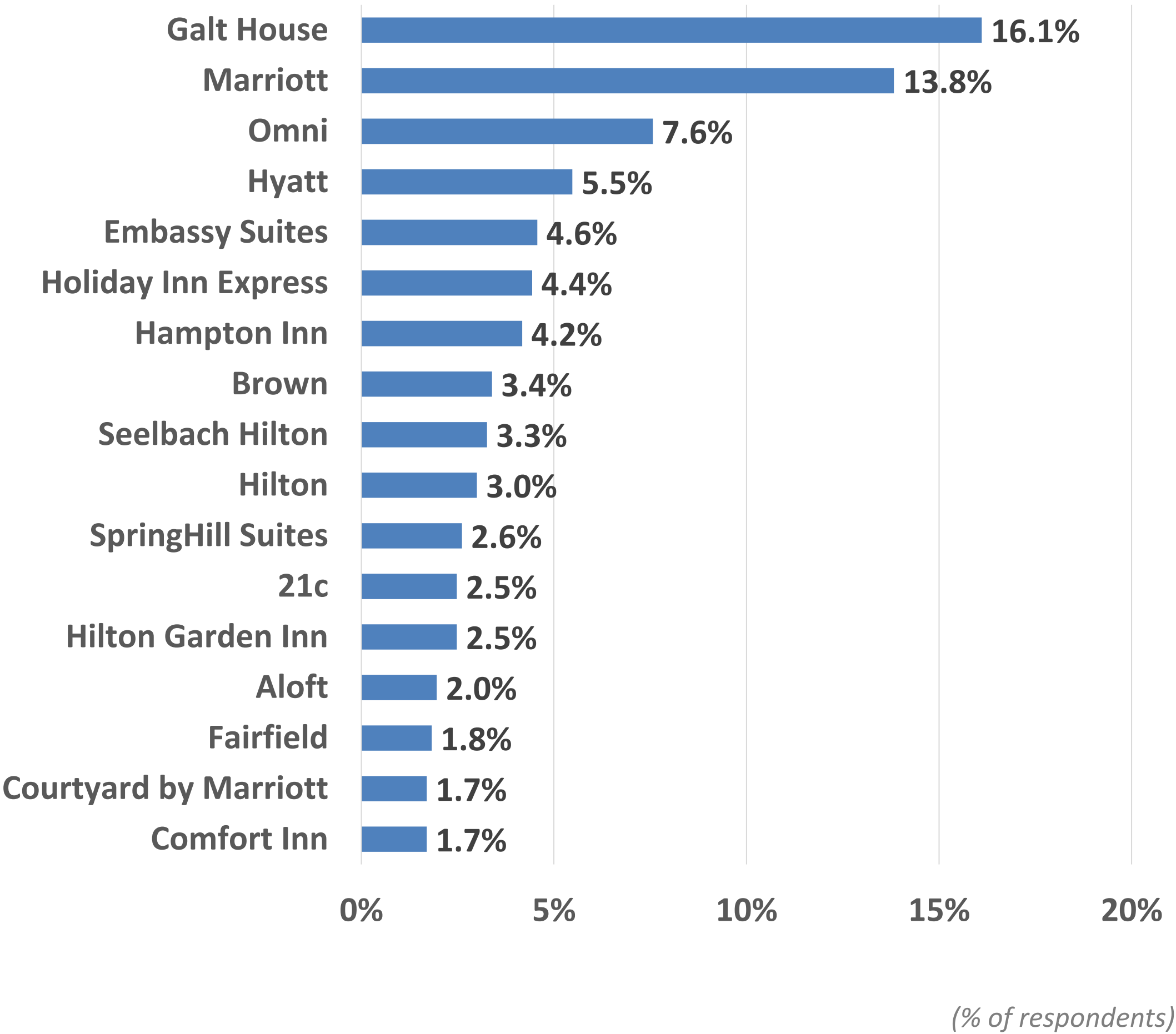
Question: Where are you staying on this trip to Louisville? (Select all that apply)

Hotel Guests: Property of Stay

In an open-ended question, surveyed visitors who reported staying overnight in a hotel, motel or inn in Louisville were asked at which property they stayed. Figure 5 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.
761 completed surveys

Figure 5: Property of Stay

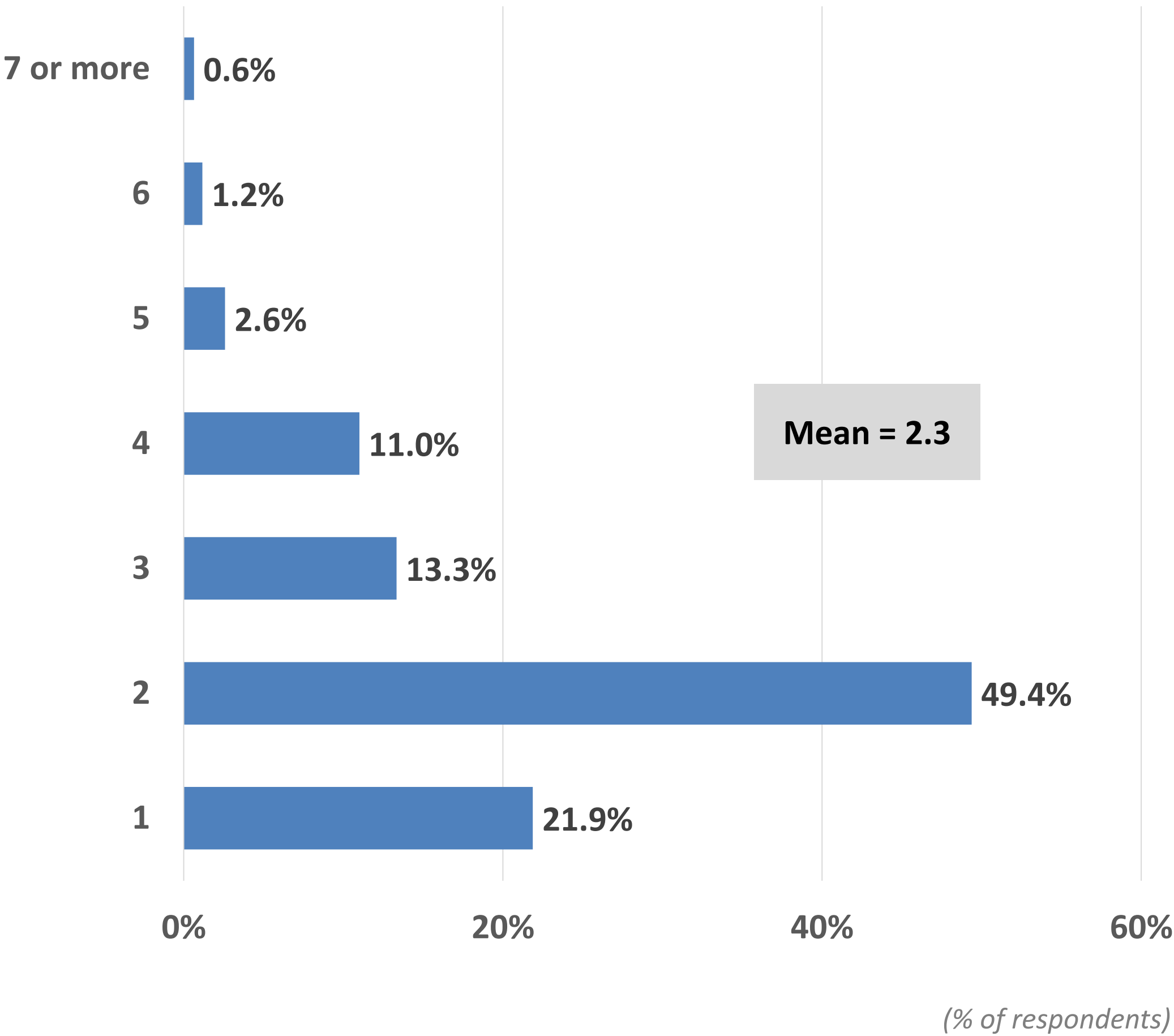


Hotel Guests: Number of People in Hotel Room

Including themselves, the average Louisville hotel guest had 2.3 people in their room. Although half of this group stayed with one other person (49.4%), nearly one-third had three or more people in their hotel room (28.7%).

Question: Including yourself, how many people are staying in your hotel room?
Base: Respondents who stayed in a hotel, motel or inn in Louisville. 767 responses.

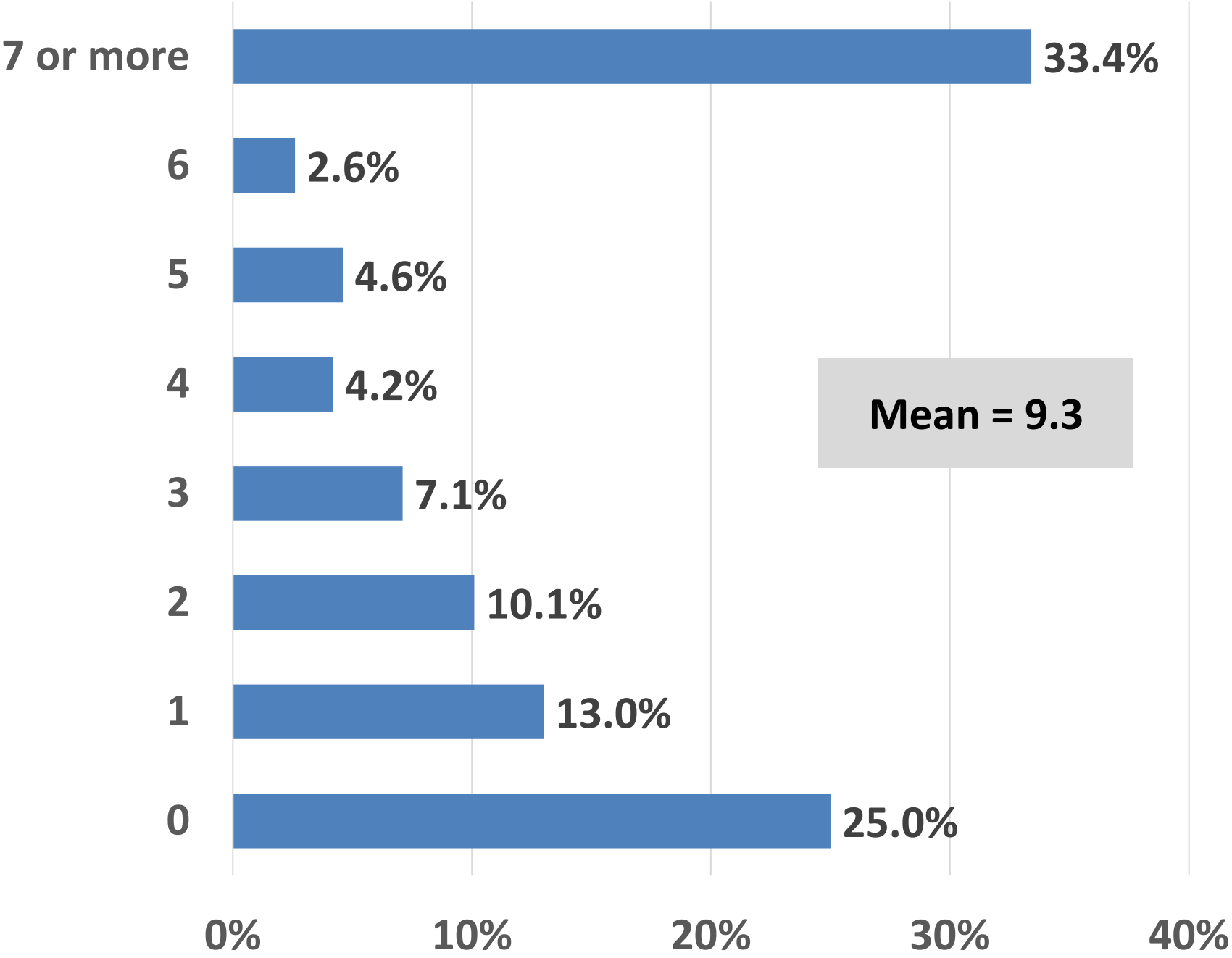
Figure 6: Number of People in Hotel Room



Previous Visits to Louisville

Three-quarters of visitors were returning to Louisville (75.0%), while one-quarter were in the city for the first time (25.0%). The average visitor has been to Louisville 9.3 times—driven primarily by day-trippers (12.1 trips on average) and VFRs (8.7 trips on average). The typical hotel guest has visited Louisville 3.6 times.

Figure 7: Previous Visits to Louisville



Base: All respondents. 1,405 completed surveys

Detail by Type of Visitor

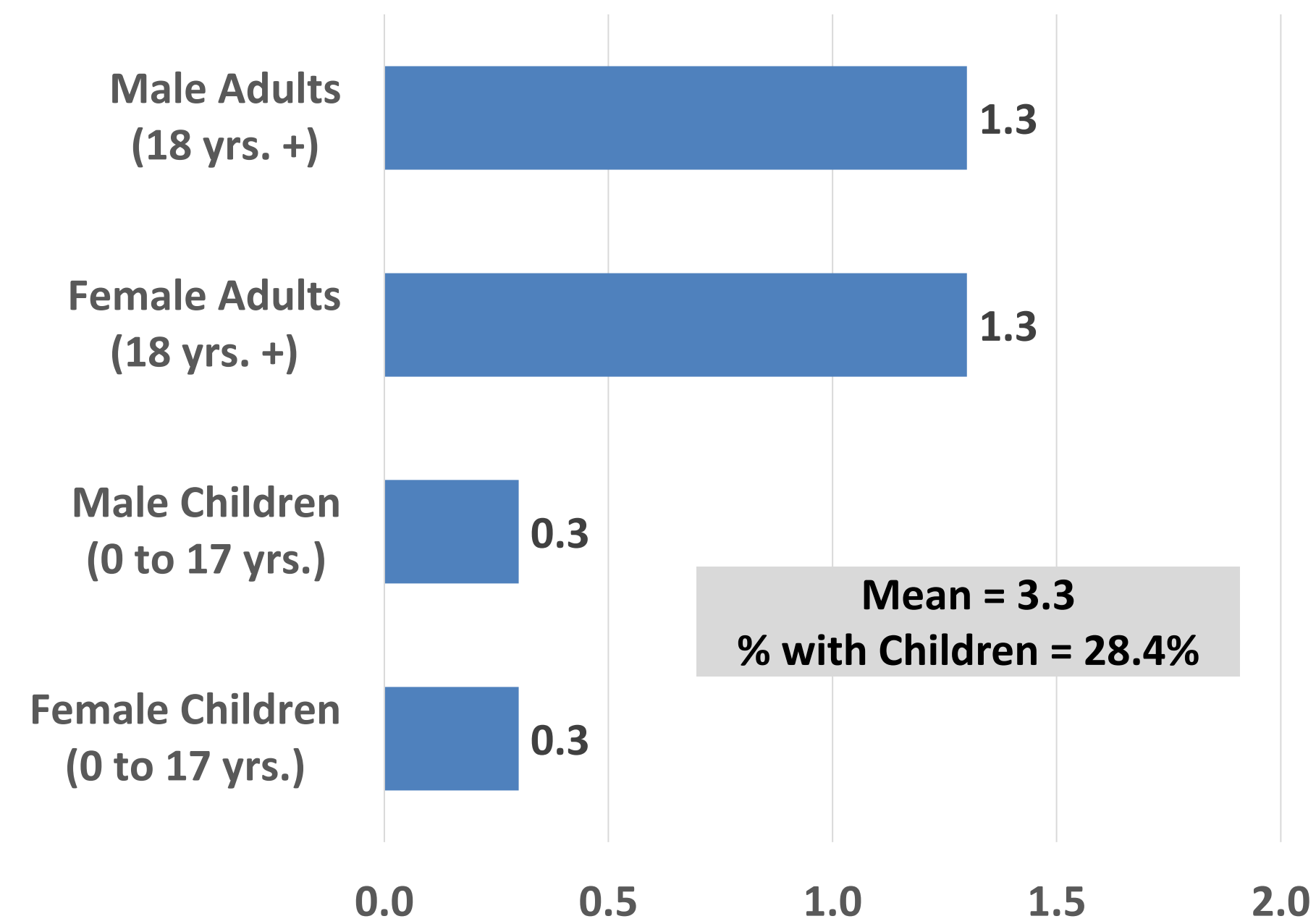
	Total	Hotel	VFR	Day-Trip
7 or more	33.4%	12.4%	34.1%	42.7%
6	2.6%	1.7%	2.8%	3.0%
5	4.6%	4.4%	4.6%	4.8%
4	4.2%	4.8%	6.4%	3.6%
3	7.1%	7.3%	17.0%	5.4%
2	10.1%	12.0%	13.5%	9.4%
1	13.0%	19.7%	7.8%	10.1%
0	25.0%	37.8%	13.8%	20.9%
Mean	9.3	3.6	8.7	12.1
Base	1,405	753	142	336

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 3.3 persons. Over the course of the study, the average travel group included 1.3 adult males and 1.3 adult females. About 30 percent of all travel groups were traveling with children under the age of 18 (28.4%). Compared to hotel guests and VFRs, day-trippers were the likeliest segment to have traveled with children (36.3%).

Figure 8: Travel Group Composition



Base: All respondents. 1,470 responses.

Detail by Type of Visitor

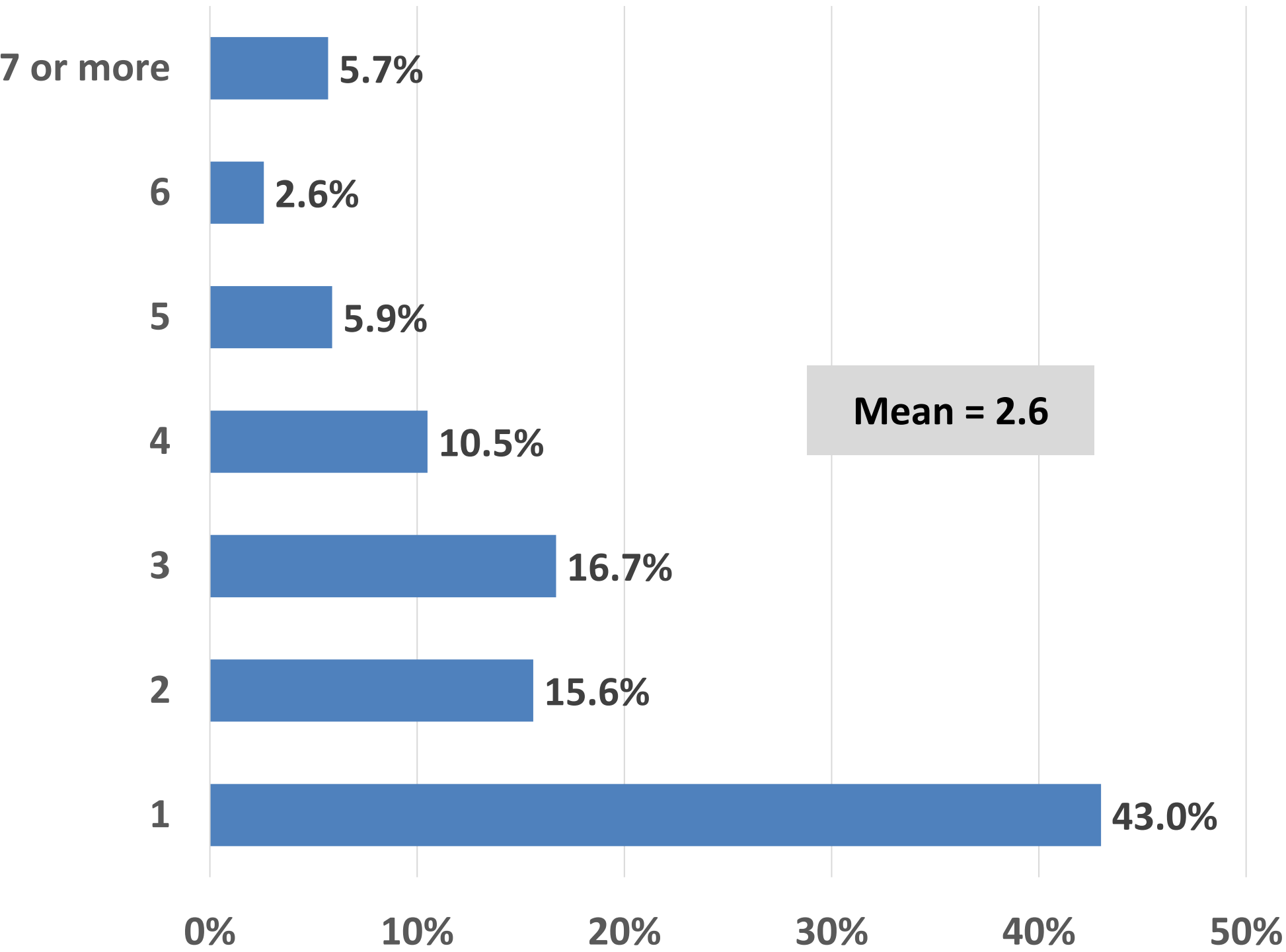
	Total	Hotel	VFR	Day-Trip
Male Adults (18 yrs. +)	1.3	1.1	1.0	1.3
Female Adults (18 yrs. +)	1.3	1.2	1.0	1.4
Male Children (0 to 17 yrs.)	0.3	0.2	0.3	0.4
Female Children (0 to 17 yrs.)	0.3	0.1	0.3	0.4
Mean Travel Group Size:	3.2	2.6	2.6	3.5
% of Children	28.4%	14.6%	30.7%	36.3%
Base	1,470	787	146	354

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

Days in Louisville

Visitors spent an average of 2.6 days in Louisville during their trip. Those visiting friends or relatives had the longest length of stay with an average of 4.4 days, while those who stayed in a Louisville hotel spent an average of 3.3 days in the city.

Figure 9: Days in Louisville



Base: All respondents. 1,418 completed surveys

Detail by Type of Visitor

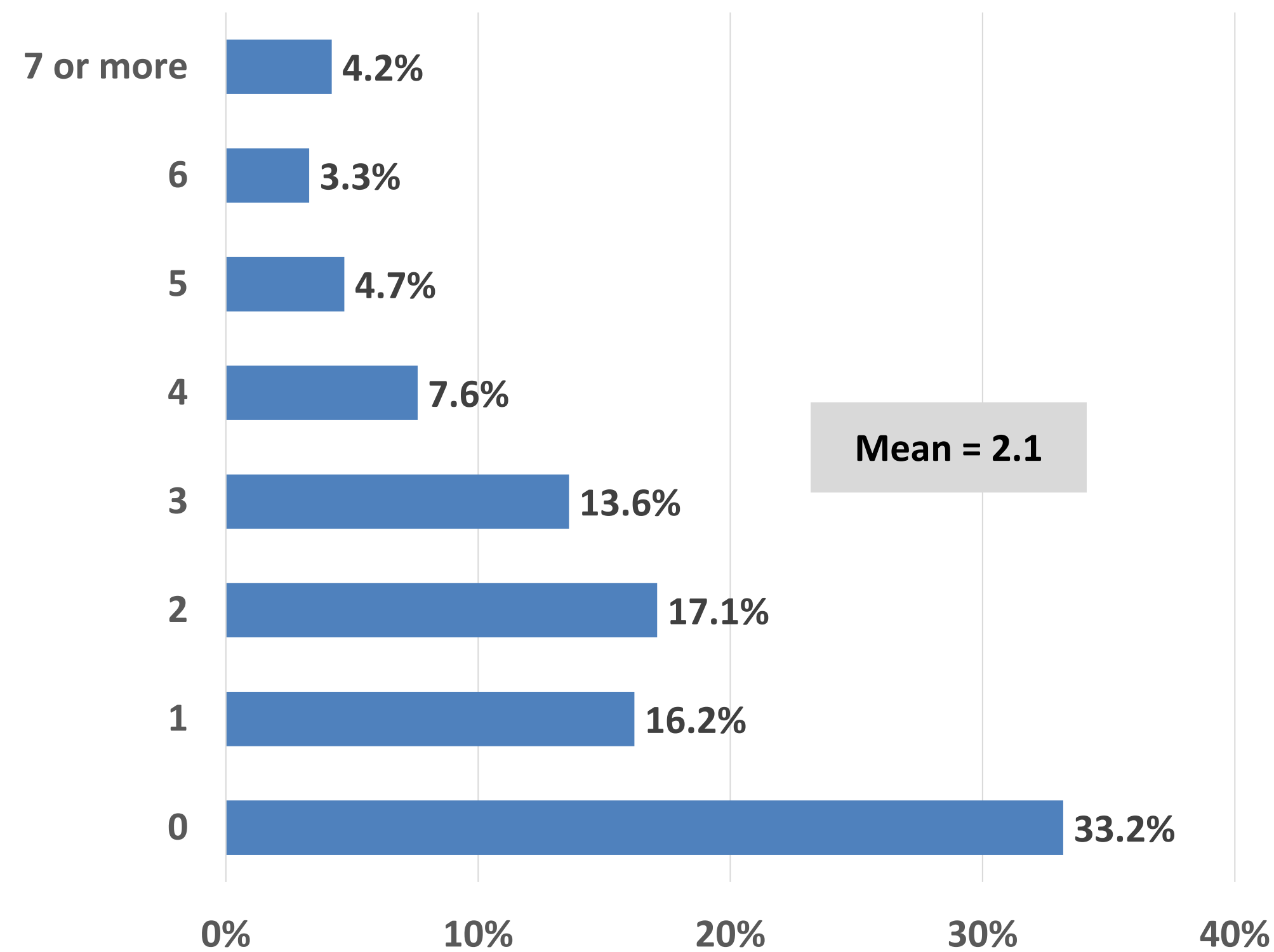
	Total	Hotel	VFR	Day-Trip
7 or more	5.7%	3.1%	18.5%	4.2%
6	2.6%	3.9%	4.2%	1.6%
5	5.9%	11.5%	7.7%	2.3%
4	10.5%	22.5%	18.2%	3.6%
3	16.7%	27.8%	24.5%	10.1%
2	15.6%	21.8%	16.4%	13.9%
1	43.0%	9.4%	10.5%	64.3%
Mean	2.6	3.3	4.4	1.9
Base	1,418	774	144	322

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

Nights in Louisville

Visitors to Louisville spent an average of 2.1 nights in the city during their trip. Those visiting friends and relatives (VFRs) stayed 4.0 nights on average, while hotel guests stayed an average of 2.8 nights.

Figure 10: Nights in Louisville



Base: All respondents. 1,345 completed surveys

Detail by Type of Visitor

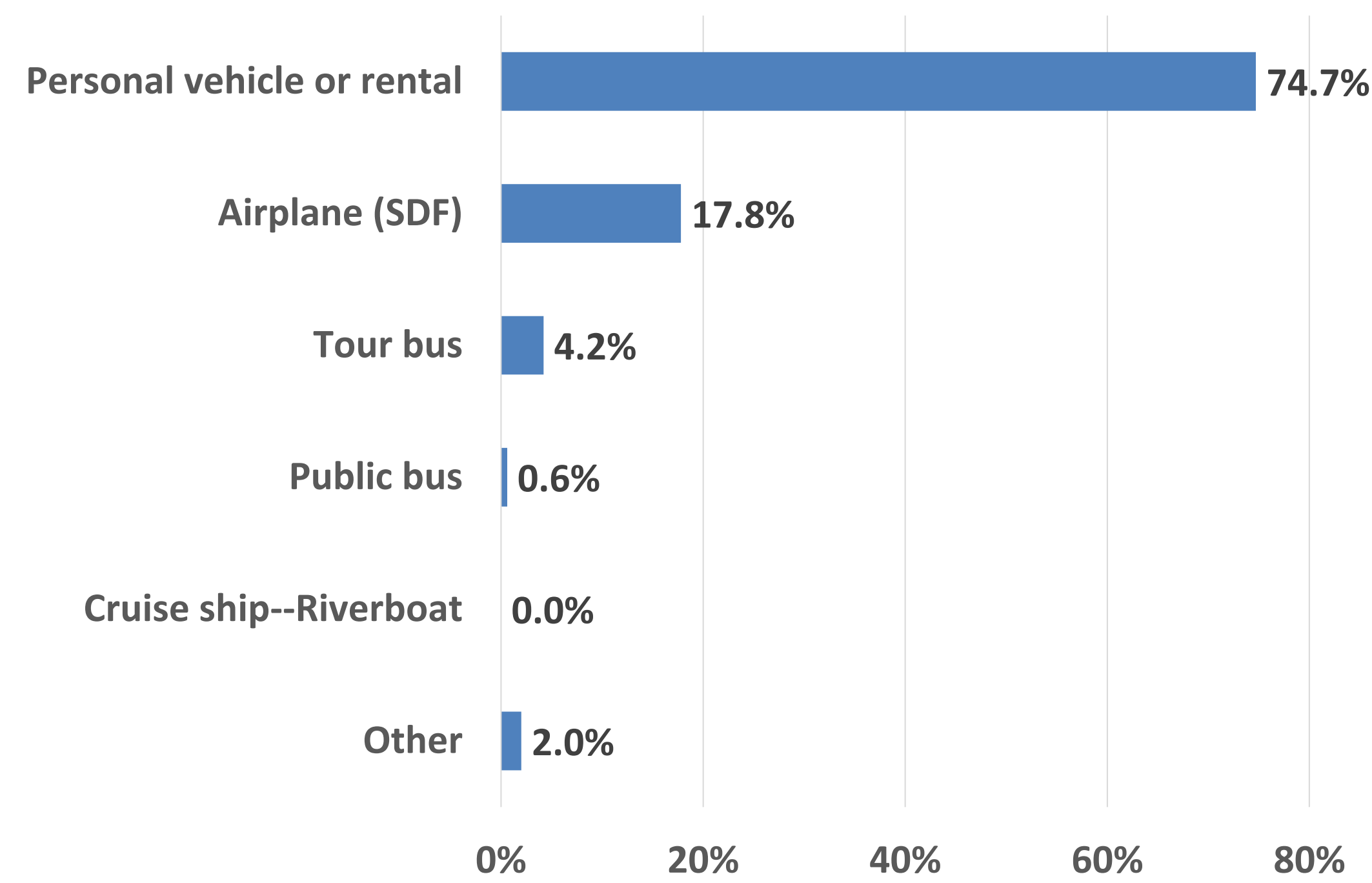
	Total	Hotel	VFR	Day-Trip
7 or more	4.2%	2.2%	14.3%	--
6	3.3%	2.9%	6.0%	--
5	4.7%	6.1%	5.7%	--
4	7.6%	15.0%	16.4%	--
3	13.6%	26.2%	20.7%	--
2	17.1%	26.0%	17.9%	--
1	16.2%	21.1%	15.3%	--
0	33.2%	0.4%	3.6%	100%
Mean	2.1	2.8	4.0	--
Base	1,345	766	141	272

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

Method of Arrival

The majority of Louisville visitors arrived in a personal or rental vehicle. During the period of study, three-quarters of visitors drove into the city (74.7%), followed by 17.8 percent who flew into the Louisville International Airport (SDF). Hotel guests (39.5%) and VFRs (23.5%) were more likely to arrive via the SDF airport compared to day-trip visitors.

Figure 11: Method of Arrival



Base: All respondents. 1,480 completed surveys

Detail by Type of Visitor

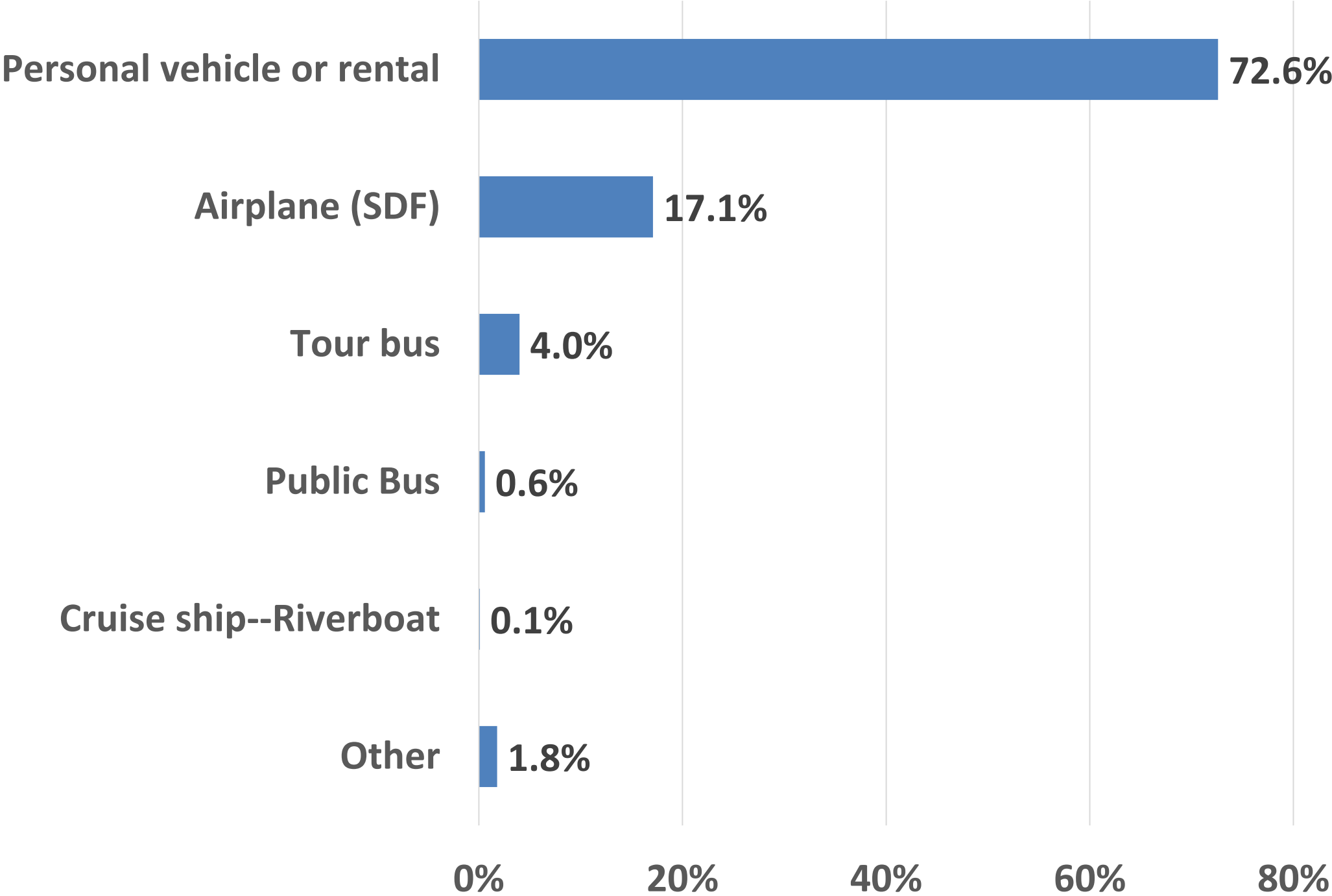
	Total	Hotel	VFR	Day-Trip
Personal vehicle or rental	74.7%	56.6%	71.7%	83.1%
Airplane (SDF)	17.8%	39.5%	23.5%	8.9%
Tour bus	4.2%	2.8%	0.7%	4.0%
Public bus	0.6%	0.0%	0.7%	0.9%
Cruise ship—Riverboat	0.0%	0.0%	0.0%	0.0%
Other	2.0%	0.6%	1.4%	2.6%
Base	1,480	790	146	356

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

Method of Departure

Louisville visitors primarily departed through the same mode by which they arrived.

Figure 12: Method of Departure



Base: All respondents. 1,480 completed surveys

Detail by Type of Visitor

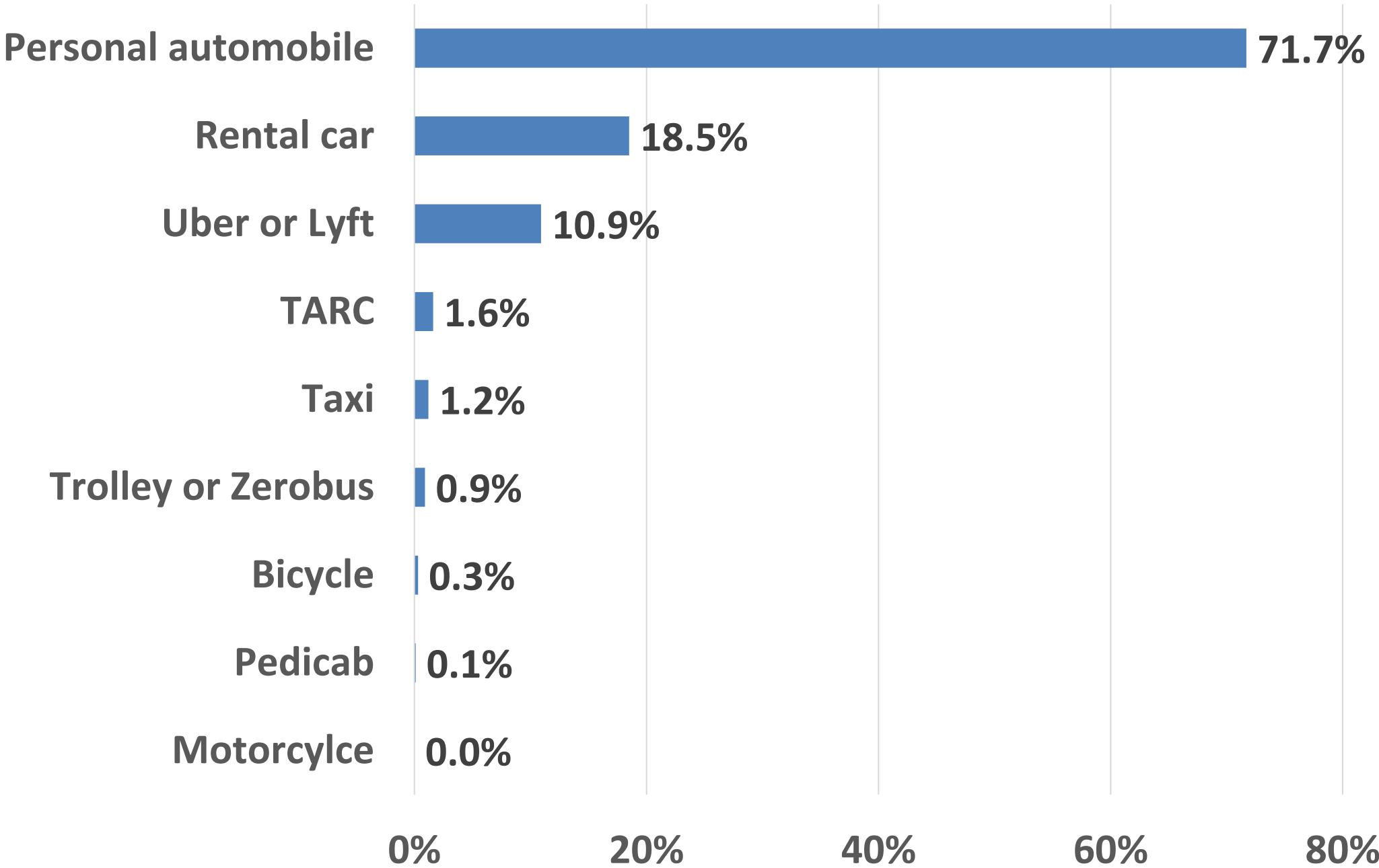
	Total	Hotel	VFR	Day-Trip
Personal vehicle or rental	72.6%	54.9%	71.7%	80.5%
Airplane (SDF)	17.1%	38.4%	22.8%	8.7%
Tour bus	4.0%	2.7%	0.7%	3.7%
Public bus	0.6%	0.1%	0.7%	0.9%
Cruise ship--Riverboat	0.1%	0.3%	0.0%	0.0%
Other	1.8%	0.6%	1.4%	2.3%
Base	1,480	790	146	356

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

Modes of Transportation In-Market

The most utilized mode of transportation in Louisville was a personal automobile, as reported by over 70 percent of visitors to the city (71.7%). This was followed by the use of rental cars (18.5%) and/or ride-sharing services Uber and Lyft (10.9%). 2.5 percent of visitors used public transportation during their visit, including TARC (1.6%) and trolley or Zerobus (0.9%). Hotel guests were more likely to use a rental car (24.8%) and/or ride-sharing service (27.5%) compared to other visitor segments.

Figure 13: Modes of Transportation



Base: All respondents. 1,410 completed surveys

Detail by Type of Visitor

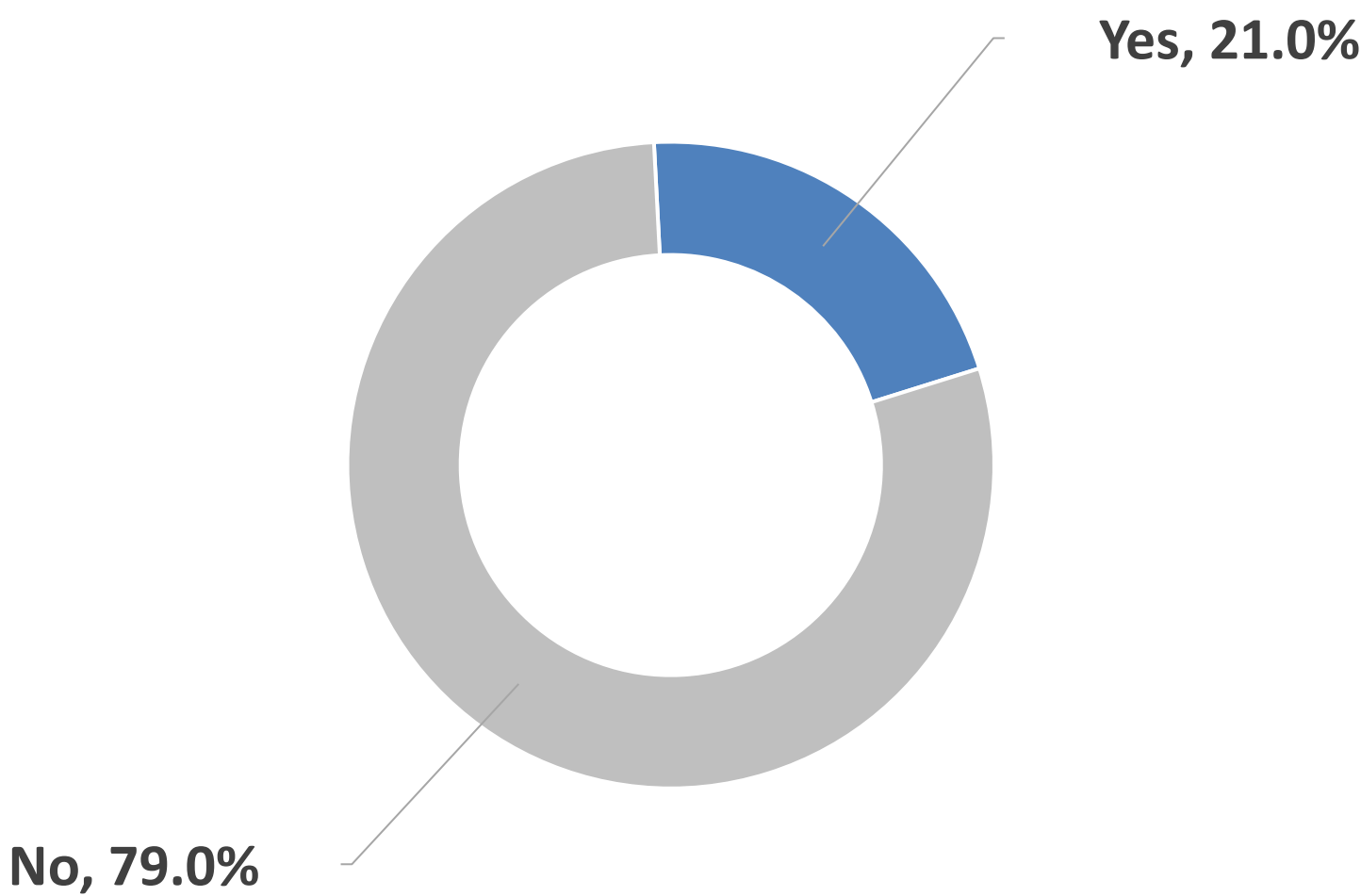
	Total	Hotel	VFR	Day-Trip
Personal automobile	71.7%	51.2%	75.7%	79.4%
Rental car	18.5%	24.8%	9.7%	16.7%
Uber or Lyft	10.9%	27.5%	14.6%	3.9%
TARC	1.6%	2.3%	3.8%	1.2%
Taxi	1.2%	4.2%	0.0%	0.3%
Trolley or Zerobus	0.9%	2.4%	2.8%	0.0%
Bicycle	0.3%	0.5%	1.4%	0.0%
Pedicab	0.1%	0.3%	0.0%	0.0%
Motorcycle	0.0%	0.1%	0.0%	0.0%
Base	1,410	742	145	342

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

Leisure/Personal-Related Group

Approximately one-in-five Louisville visitors surveyed reported being a part of a leisure/personal-related group for their visit (21.0%).

Figure 14: Leisure/Personal-Related Group



Base: All respondents. 1,360 completed surveys

Detail by Type of Visitor

	Total	Hotel	VFR	Day-Trip
Yes	21.0%	17.0%	17.6%	20.7%
No	79.0%	83.0%	82.4%	79.3%
Base	1,360	712	132	339

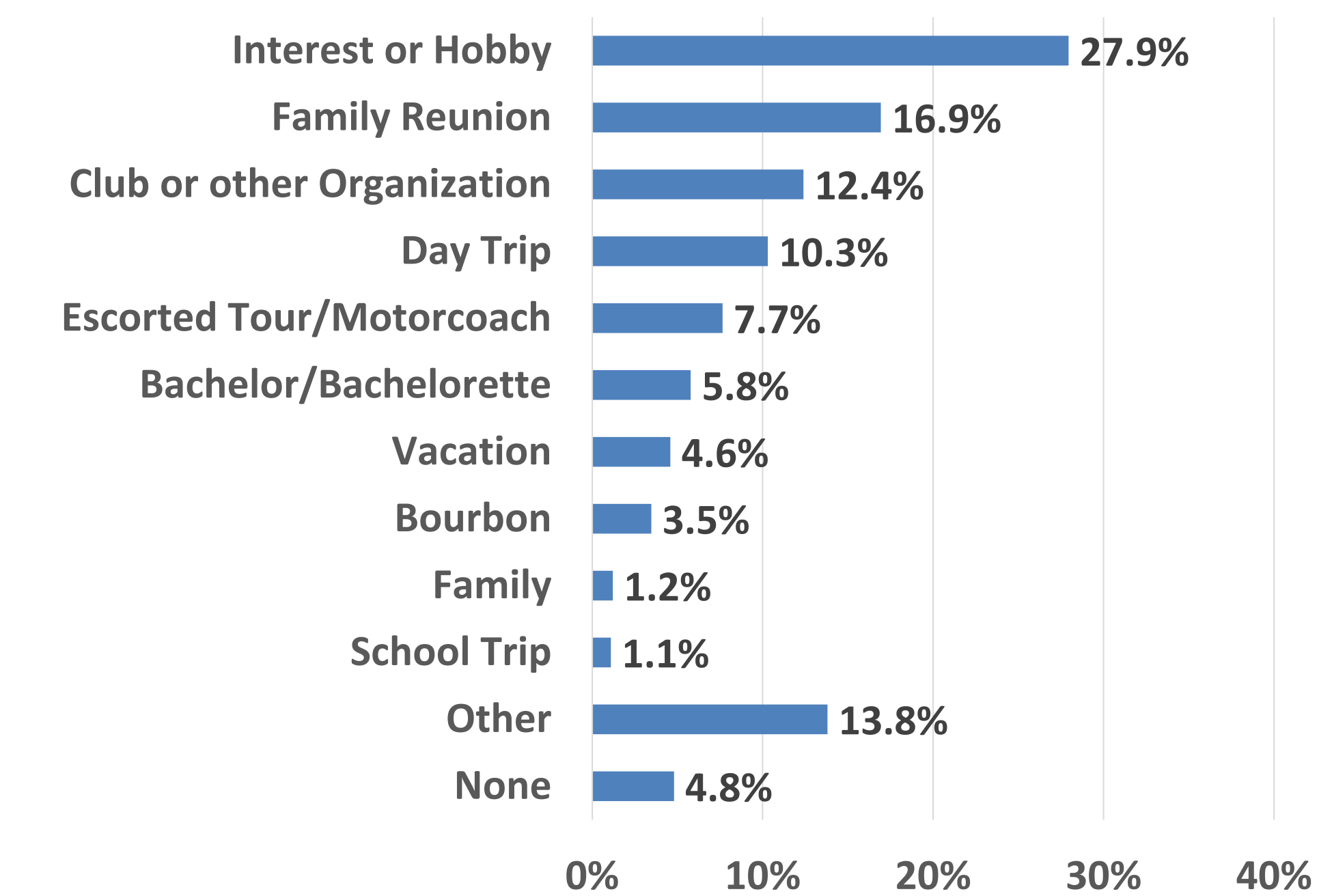
Question: Are you visiting Louisville as part of a leisure/personal-related group?

Leisure/Personal-Related Group: Type of Leisure Group

Interest or hobby makes up the largest portion 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 a quarter reported visiting Louisville for an interest or hobby (27.9%). This was followed by those in Louisville for a family reunion (16.9%), traveling with a club or other organization (12.4%) and/or a day trip (10.3%).

Figure 15: Type of Leisure Group

Detail by Type of Visitor



	Total	Hotel	VFR	Day-Trip
Interest or Hobby	27.9%	18.3%	15.6%	35.9%
Family Reunion	16.9%	13.4%	50.0%	13.3%
Club or other Organization	12.4%	14.8%	3.1%	14.6%
Day Trip	10.3%	0.0%	0.0%	9.3%
Escorted Tour/Motorcoach	7.7%	9.2%	0.0%	9.3%
Bachelor/Bachelorette	5.8%	7.0%	12.5%	4.0%
Vacation	4.6%	7.0%	3.1%	4.0%
Bourbon	3.5%	4.9%	0.0%	2.7%
Family	1.2%	0.7%	3.1%	1.5%
School Trip	1.1%	0.0%	3.1%	1.3%
Other	13.8%	17.6%	9.4%	14.6%
None	4.8%	10.6%	9.4%	1.3%
Base	296	142	32	76

Base: Respondents who reported being part of a leisure group. 296 completed surveys

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 visited museums (51.9%) and dined in restaurants (51.7%). Bourbon tasting (43.9%), distillery tours (39.1%) and/or shopping (32.1%) were other top activities listed by one-third or more visitors.

Hotel guests were more likely to participate in bourbon tasting (60.4%) and distillery tours (50.7%) compared to other visitors. Those visiting friends and relatives were more apt to go shopping while in Louisville compared to other types of visitors (47.9%).

Question: Which of these activities did you (or will you) participate in while in Louisville? (Select all that apply) Base: All respondents. 1,438 completed surveys

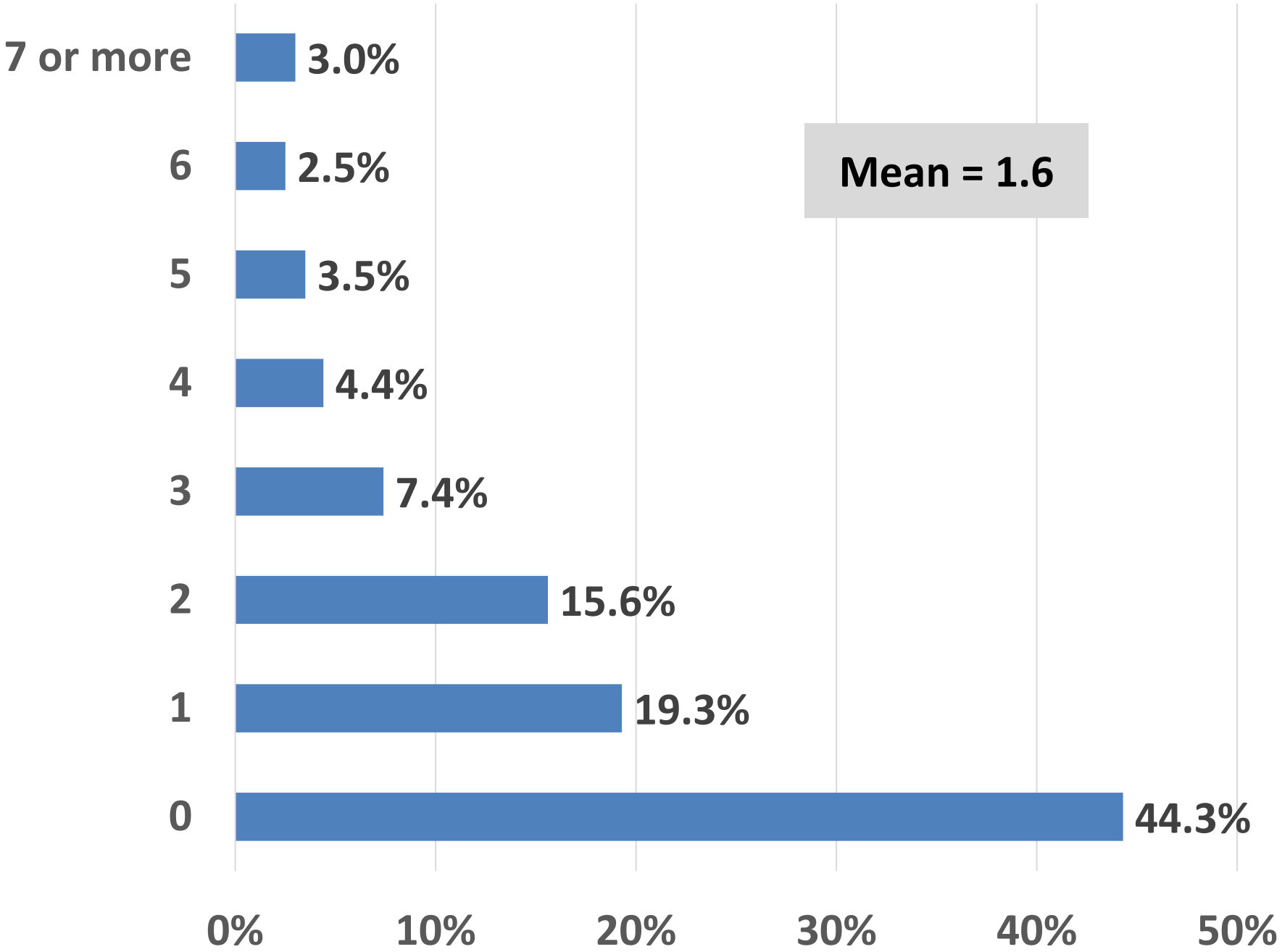
Figure 16: Activities in Louisville

	Total	Hotel	VFR	Day-Trip
Museums	51.9%	60.0%	50.0%	50.5%
Dining in restaurants	51.7%	58.5%	59.4%	46.7%
Bourbon tasting	43.9%	60.4%	39.2%	37.3%
Distillery tour	39.1%	50.7%	33.6%	34.6%
Shopping	32.1%	38.8%	47.9%	27.1%
Visit a state or local park	17.0%	9.6%	24.8%	18.7%
Other festival or special event	16.1%	11.8%	12.9%	18.0%
Guided tours	9.7%	10.2%	9.8%	8.4%
Urban Bourbon Trail	9.0%	15.3%	5.6%	6.3%
Cultural attractions	8.5%	9.2%	14.0%	6.9%
Sporting event	7.1%	5.3%	7.0%	8.5%
Take a river cruise	6.8%	11.9%	4.9%	5.1%
Visit a casino	6.0%	8.2%	10.5%	4.2%
Hiking	5.8%	4.1%	15.4%	4.7%
Historic homes	5.6%	3.8%	7.7%	5.7%
Art galleries/art walks	5.1%	7.2%	9.1%	3.3%
Performing arts (theater, live music, etc.)	4.6%	5.3%	3.5%	4.6%
Biking	2.5%	1.2%	5.6%	2.1%
Spa visit or treatment	2.2%	3.5%	4.2%	1.5%
Visit a farmer’s market	1.8%	1.4%	4.9%	0.9%
Bike, Segway or scooter rental	1.7%	3.2%	4.2%	0.6%
Other culinary activities	1.5%	2.3%	0.7%	1.3%
Golf	1.3%	1.2%	0.0%	1.5%
Average # of Activities	3.3	3.8	3.7	3.0
Base	1,438	773	144	339

Bourbon Country Distilleries Visited During Trip

Nearly 60 percent of all visitors went to a Bourbon Country distillery during their Louisville trip (55.7%). For respondents who reported visiting at least one distillery during their trip, the average number of distilleries visited was 1.6. Hotel guests were most likely to visit a distillery compared to other visitor types (2.0 on average).

Figure 17: Bourbon Country Distilleries Visited During Trip



Base: All respondents. 1,375 completed surveys

Detail by Type of Visitor

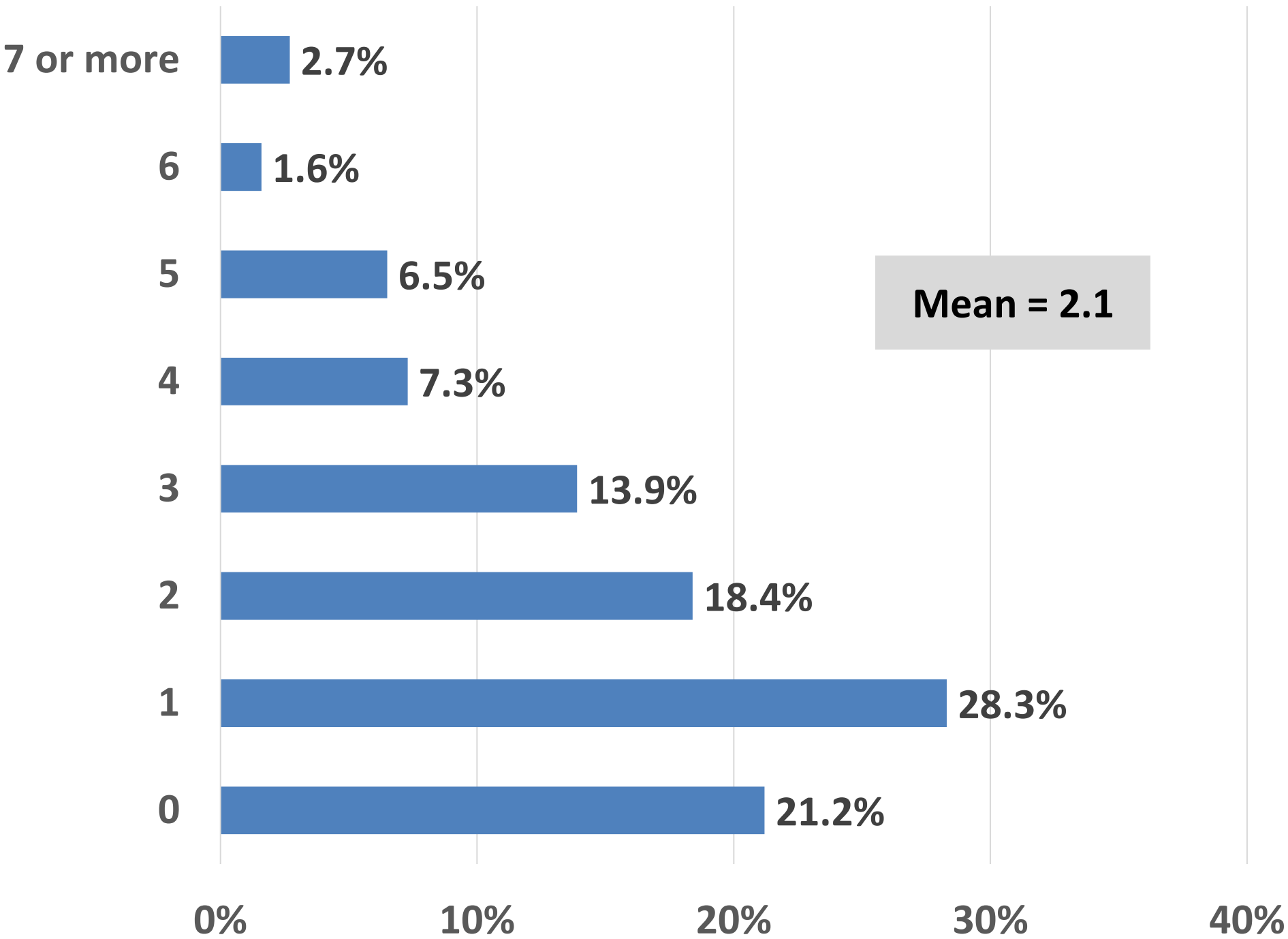
	Total	Hotel	VFR	Day-Trip
7 or more	3.0%	4.2%	1.5%	2.2%
6	2.5%	2.2%	1.5%	2.5%
5	3.5%	3.0%	1.5%	3.7%
4	4.4%	5.2%	2.9%	4.2%
3	7.4%	12.8%	11.0%	4.7%
2	15.6%	19.8%	13.3%	14.6%
1	19.3%	26.5%	21.4%	16.5%
0	44.3%	26.5%	47.0%	51.6%
Mean	1.6	2.0	1.2	1.3
Base	1,375	737	137	325

Question: How many Louisville-based Bourbon distilleries did you (or will you) visit during your stay?

Attractions Visited During Trip

Over three-quarters of visitors went a Louisville attraction during their trip (78.8%). On average, survey respondents visited 2.1 attractions during their trip to Louisville (excluding distilleries). Hotel guests and those visiting friends are relatives visited more attractions during their Louisville trip (2.6 and 2.3, respectively) than day-trippers (1.8).

Figure 18: Attractions Visited During Trip



Base: All respondents. 1,395 completed surveys

Detail by Type of Visitor

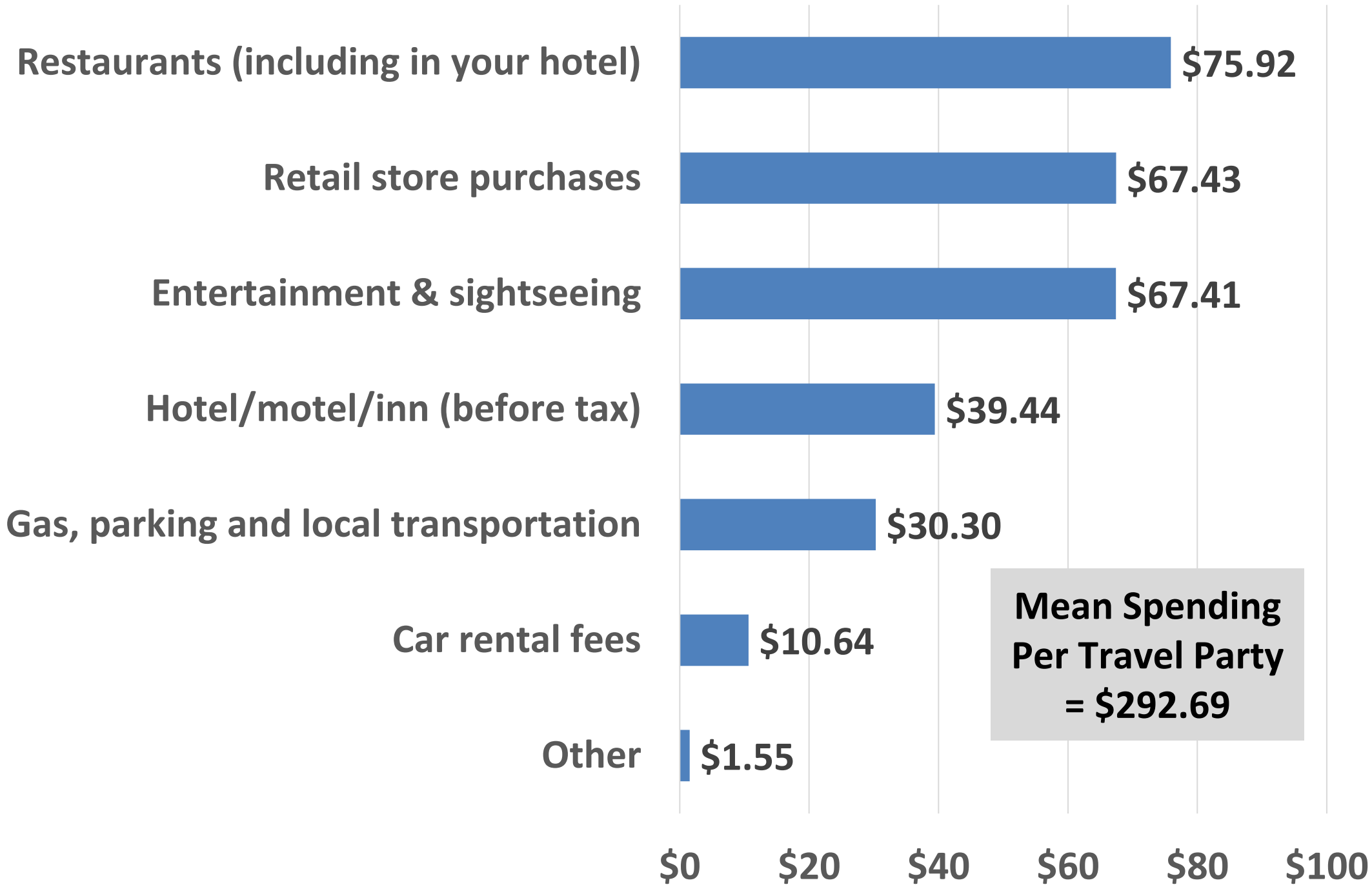
	Total	Hotel	VFR	Day-Trip
7 or more	2.7%	6.4%	1.4%	1.2%
6	1.6%	2.5%	0.7%	1.5%
5	6.5%	7.1%	6.7%	6.6%
4	7.3%	10.6%	13.6%	4.8%
3	13.9%	15.2%	17.9%	13.0%
2	18.4%	21.9%	23.2%	16.8%
1	28.3%	20.6%	20.7%	32.0%
0	21.2%	15.6%	15.7%	24.1%
Mean	2.1	2.6	2.3	1.8
Base	1,395	748	141	336

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

Daily Spending, Per Travel Party

During the period of study, travel parties to Louisville spent an average of \$292.69 per trip day in the city. The bulk of this spending is attributed to dining in restaurants (\$75.92), retail store purchases (\$67.43) and entertainment & sightseeing (\$67.41). Hotel guests spent \$400.57 per travel party, including \$145.62 spent per night on lodging.

Figure 19: Daily Spending, Per Travel Party



Base: All respondents. 1,133 completed surveys

Detail by Type of Visitor

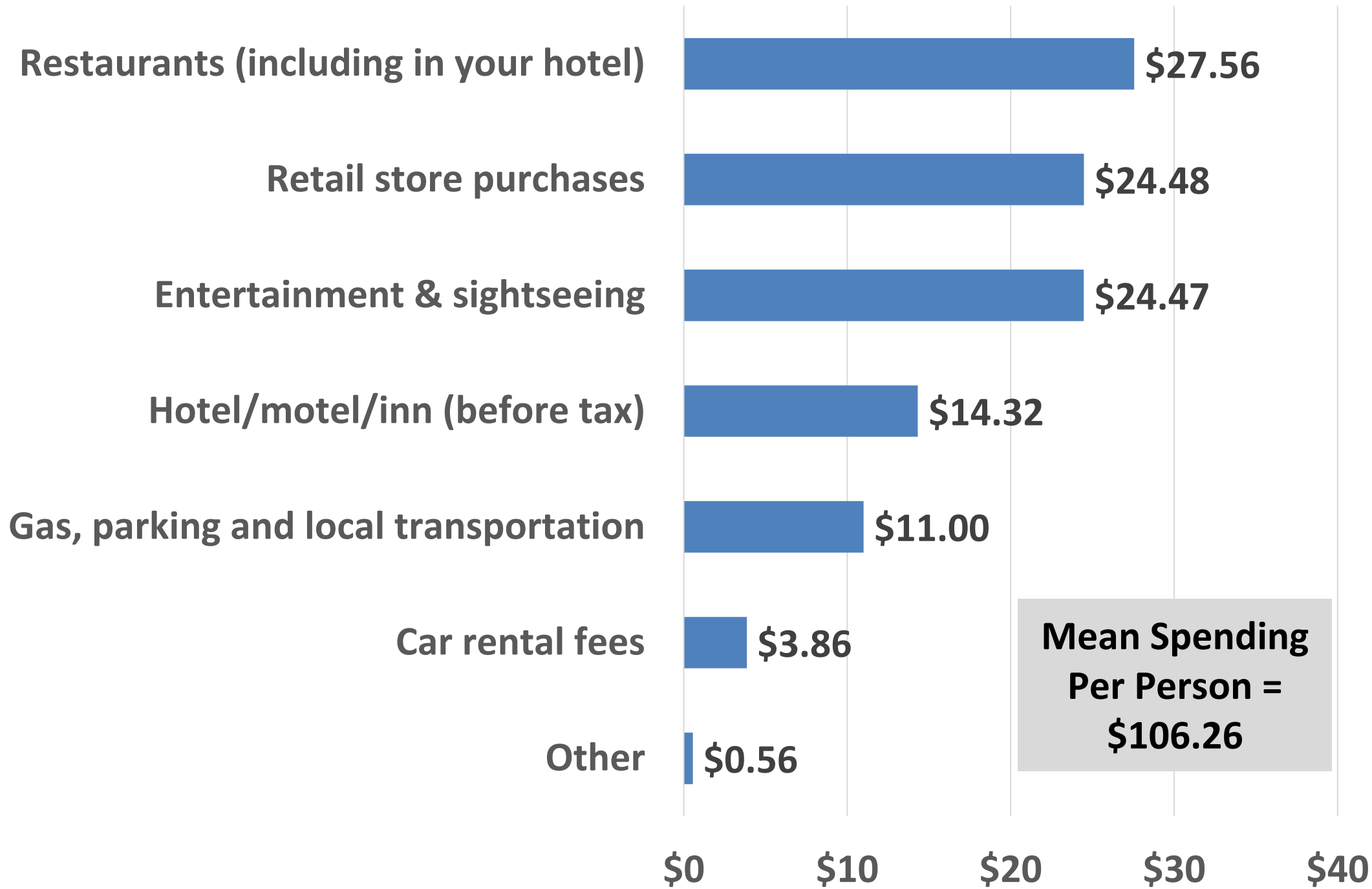
	Total	Hotel	VFR	Day-Trip
Restaurants (including in your hotel)	\$75.92	\$86.93	\$81.99	\$68.25
Retail store purchases	\$67.43	\$57.50	\$88.33	\$69.44
Entertainment & sightseeing	\$67.41	\$66.71	\$72.35	\$64.93
Hotel/motel/inn (before tax)	\$39.44	\$145.62	\$8.44	--
Gas, parking and local transportation	\$30.30	\$26.56	\$38.35	\$30.77
Car rental fees	\$10.64	\$15.62	\$8.85	\$8.91
Other	\$1.55	\$1.63	\$2.94	\$1.09
Mean Spending Per Travel Party	\$292.69	\$400.57	\$301.23	\$243.39
Base	1,133	636	122	231

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 \$106.26 each day they are in the city. This is based on the reported daily travel party spending of \$292.69, which covered an average of 2.8 travelers.

Figure 20: Daily Spending, Per Person



Base: All respondents. 1,133 completed surveys

Detail by Type of Visitor

	Total	Hotel	VFR	Day-Trip
Restaurants (including in your hotel)	\$27.56	\$37.83	\$31.95	\$23.02
Retail store purchases	\$24.48	\$25.03	\$34.42	\$23.43
Entertainment & sightseeing	\$24.47	\$29.03	\$28.19	\$21.90
Hotel/motel/inn (before tax)	\$14.32	\$63.38	\$3.29	--
Gas, parking and local transportation	\$11.00	\$11.56	\$14.94	\$10.38
Car rental fees	\$3.86	\$6.80	\$3.45	\$3.00
Other	\$0.56	\$0.71	\$1.15	\$0.37
Mean # of People Covered by Spending	2.8	2.3	2.6	3.0
Mean Spending Per Person	\$106.26	\$174.34	\$117.38	\$82.10
Base	1,133	636	122	231

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

Important Factors to Destination Decision

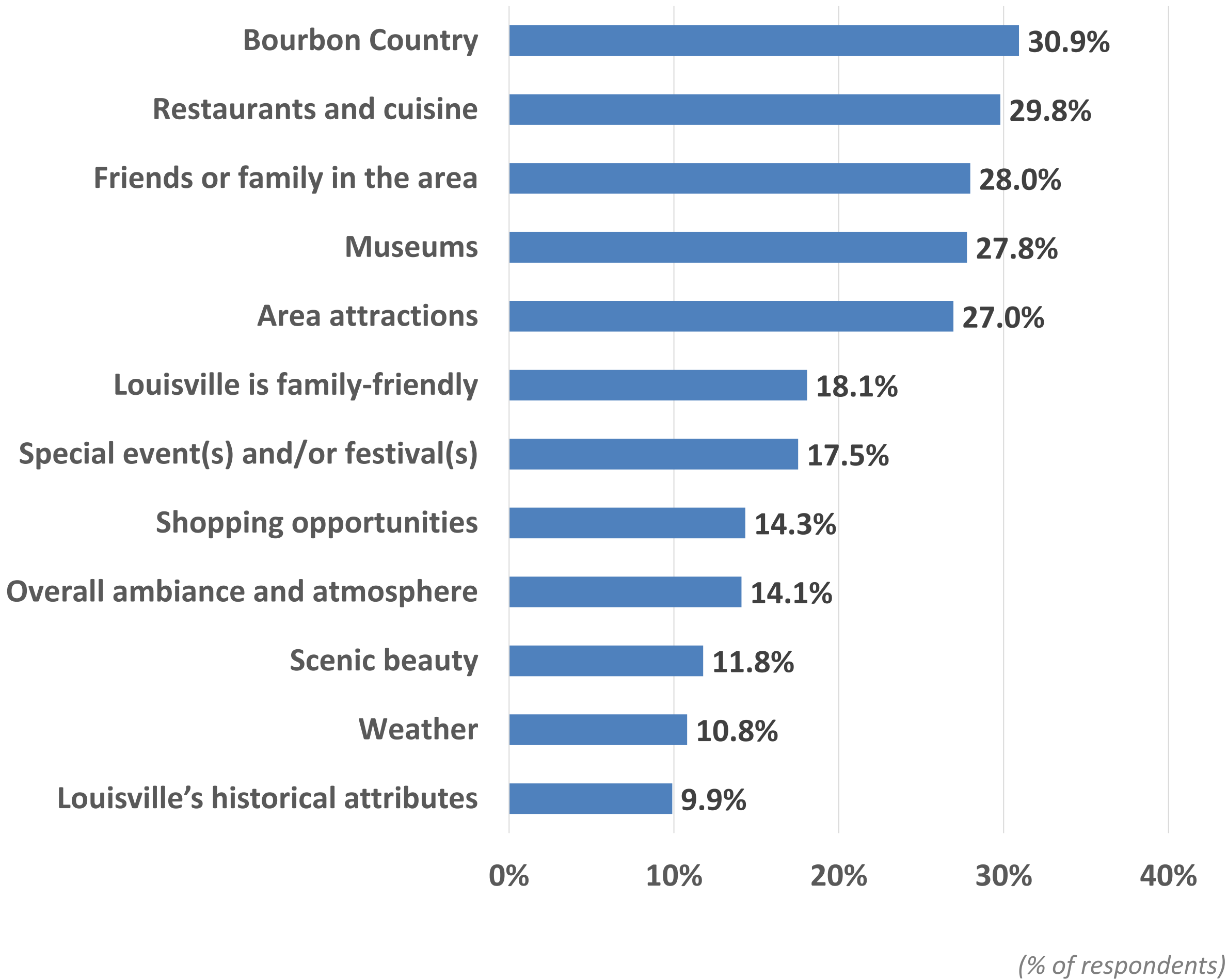
Louisville’s Bourbon Country (30.9%) and culinary scene (29.8%) were the most important factors driving visitation to the city. Other top factors driving visitors to Louisville include friends or family in the area (28.0%), museums (27.8%) and area attractions (27.0%).

Hotel guests were most driven by Bourbon Country (37.3%) compared to other visitor segments. Those in Louisville visiting friends and relatives shared that friends and family in the area (70.5%), restaurants and cuisine (41.3%), family friendly atmosphere (26.4%) and shopping opportunities (22.8%) were factors of higher importance compared to other types of visitors.

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

Question: Which of these were IMPORTANT to your decision to take this trip to Louisville? (Select all that apply) Base: All respondents. 1,412 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
Bourbon Country	30.9%	37.3%	26.4%	28.0%
Restaurants and cuisine	29.8%	35.1%	41.3%	26.4%
Friends or family in the area	28.0%	12.4%	70.5%	28.4%
Museums	27.8%	26.9%	26.4%	28.8%
Area attractions	27.0%	24.0%	26.6%	28.9%
Louisville is family-friendly	18.1%	9.3%	26.4%	20.8%
Special event(s) and/or festival(s)	17.5%	17.9%	17.1%	16.8%
Shopping opportunities	14.3%	14.3%	22.8%	13.7%
Overall ambiance and atmosphere	14.1%	12.3%	19.9%	13.6%
Scenic beauty	11.8%	6.1%	11.4%	13.9%
Weather	10.8%	17.2%	11.4%	8.1%
Louisville’s historical attributes	9.9%	7.9%	10.0%	10.4%
Social and ethnic diversity	7.7%	3.2%	10.0%	8.9%
Good hotel rate	4.9%	7.9%	2.1%	4.7%

	Total	Hotel	VFR	Day-Trip
Theater or the arts	3.7%	3.7%	6.4%	2.7%
Specific attraction	2.4%	2.8%	1.4%	2.7%
Lifelong desire to visit Louisville	2.2%	2.9%	2.8%	1.8%
Good deal on airfare	1.8%	2.4%	2.1%	1.8%
Business	1.8%	4.5%	0.7%	1.2%
Business/conference/ work related event	1.2%	2.7%	0.0%	0.9%
LGBT-friendly	1.1%	1.5%	1.4%	0.9%
Zoo	1.1%	0.1%	0.0%	1.8%
Day trip	0.5%	0.0%	0.0%	0.3%
Riverboat	0.5%	0.0%	0.0%	0.3%
Stopping point/passing through	0.5%	0.1%	0.0%	0.6%
Funeral	0.2%	0.0%	0.7%	0.3%
Wedding	0.2%	0.3%	0.0%	0.3%
Base	1,412	750	141	344

Question: Which of these were IMPORTANT to your decision to take this trip to Louisville? (Select all that apply) Base: All respondents. 1,412 completed surveys

Louisville Neighborhoods Visited, Shopped and Dined

Louisville visitors experienced a variety of neighborhoods while visiting the city. The Museum/Whiskey Row neighborhood was cited as the neighborhood most visited (56.1%), most shopped in (28.3%) and most dined in (28.7%).

Additionally, over one-third visited the Old Louisville (37.2%) and three-in-ten visited South Fourth Street (30.8%) neighborhoods.

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. 1,285 completed surveys

Figure 22: Louisville Neighborhoods Visited, Shopped and Dined

	Total Visited	Total Shopped	Total Dined
Museum/Whiskey Row	56.1%	28.3%	28.7%
Old Louisville	37.2%	12.2%	13.6%
South Fourth Street	30.8%	17.6%	24.1%
East Louisville	20.5%	17.4%	13.2%
Southern Indiana	14.7%	6.1%	8.2%
Highlands/Germantown	13.2%	3.3%	5.5%
Nulu	10.2%	3.0%	3.7%
Scenic South Point/ South Louisville	9.4%	3.2%	3.0%
Butchertown	8.7%	1.4%	2.8%
West Louisville	4.3%	0.9%	1.6%
Crescent Hill/Clifton	2.9%	0.6%	1.1%
Portland	2.0%	0.8%	1.0%
Average # of Neighborhoods	2.1	0.9	1.1
Base	1,285	1,285	1,285

Louisville Neighborhoods Visited – Complete Detail

Detail by Type of Visitor

	Total Visited	Hotel	VFR	Day-Trip
Museum/Whiskey Row	56.1%	61.5%	41.7%	56.5%
Old Louisville	37.2%	42.2%	54.3%	31.3%
South Fourth Street	30.8%	33.9%	43.9%	28.0%
East Louisville	20.5%	12.5%	39.6%	21.0%
Southern Indiana	14.7%	5.5%	19.6%	17.3%
Highlands/Germantown	13.2%	9.3%	22.3%	12.4%
Nulu	10.2%	9.8%	11.5%	8.5%
Scenic South Point/South Louisville	9.4%	5.0%	15.2%	10.0%
Butchertown	8.7%	6.4%	16.0%	7.4%
West Louisville	4.3%	2.5%	11.5%	3.5%
Crescent Hill/Clifton	2.9%	3.5%	7.2%	1.8%
Portland	2.0%	1.4%	6.4%	1.4%
Average # of Neighborhoods Visited	2.1	1.9	2.9	2.0
Base	1,285	706	126	289

Compared to other types of visitors, hotel guests were most inclined to visit Museum/Whiskey Row (61.5%). However, with an average of 2.9 neighborhoods visited on their trip, VFRs went to more neighborhoods compared to other visitor segments, with Old Louisville (54.3%), South Fourth Street (43.9%) and East Louisville (39.6%) at the top of their list.

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. 1,285 completed surveys

Louisville Neighborhoods Shopped – Complete Detail

Detail by Type of Visitor

	Total Shopped	Hotel	VFR	Day-Trip
Museum/Whiskey Row	28.3%	30.9%	17.6%	29.0%
South Fourth Street	17.6%	16.4%	21.2%	18.0%
East Louisville	17.4%	9.5%	38.8%	17.4%
Old Louisville	12.2%	15.0%	20.4%	9.3%
Southern Indiana	6.1%	1.4%	5.9%	7.7%
Highlands/Germantown	3.3%	2.3%	4.8%	2.9%
Scenic South Point/ South Louisville	3.2%	0.8%	3.2%	4.2%
Nulu	3.0%	3.4%	4.0%	2.5%
Butchertown	1.4%	0.8%	4.8%	1.1%
West Louisville	0.9%	1.6%	3.2%	0.4%
Portland	0.8%	0.7%	1.6%	0.7%
Crescent Hill/Clifton	0.6%	1.1%	2.4%	0.1%
Average # of Neighborhoods Shopped	0.9	0.8	1.3	0.9
Base	1,285	706	126	289

Hotel guests were also more likely to shop in the Museum/Whiskey Row neighborhood compared to other visitor types (30.9%). However, VFRs were more inclined to apt to shop in other Louisville neighborhoods with East Louisville (38.8%) ranking the highest.

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. 1,285 completed surveys

Louisville Neighborhoods Dined – Complete Detail

Detail by Type of Visitor

	Total Dined	Hotel	VFR	Day-Trip
Museum/Whiskey Row	28.7%	32.7%	23.2%	27.3%
South Fourth Street	24.1%	26.2%	34.5%	22.2%
Old Louisville	13.6%	15.3%	22.8%	10.8%
East Louisville	13.2%	8.4%	32.4%	12.2%
Southern Indiana	8.2%	2.7%	7.5%	10.3%
Highlands/Germantown	5.5%	3.5%	12.0%	4.7%
Nulu	3.7%	4.0%	4.0%	3.2%
Scenic South Point/ South Louisville	3.0%	1.0%	4.8%	3.5%
Butchertown	2.8%	1.8%	5.6%	2.5%
West Louisville	1.6%	1.7%	5.1%	1.1%
Crescent Hill/Clifton	1.1%	1.3%	4.8%	0.5%
Portland	1.0%	0.4%	2.4%	1.1%
Average # of Neighborhoods Dined	1.1	1.0	1.6	1.0
Base	1,285	706	126	289

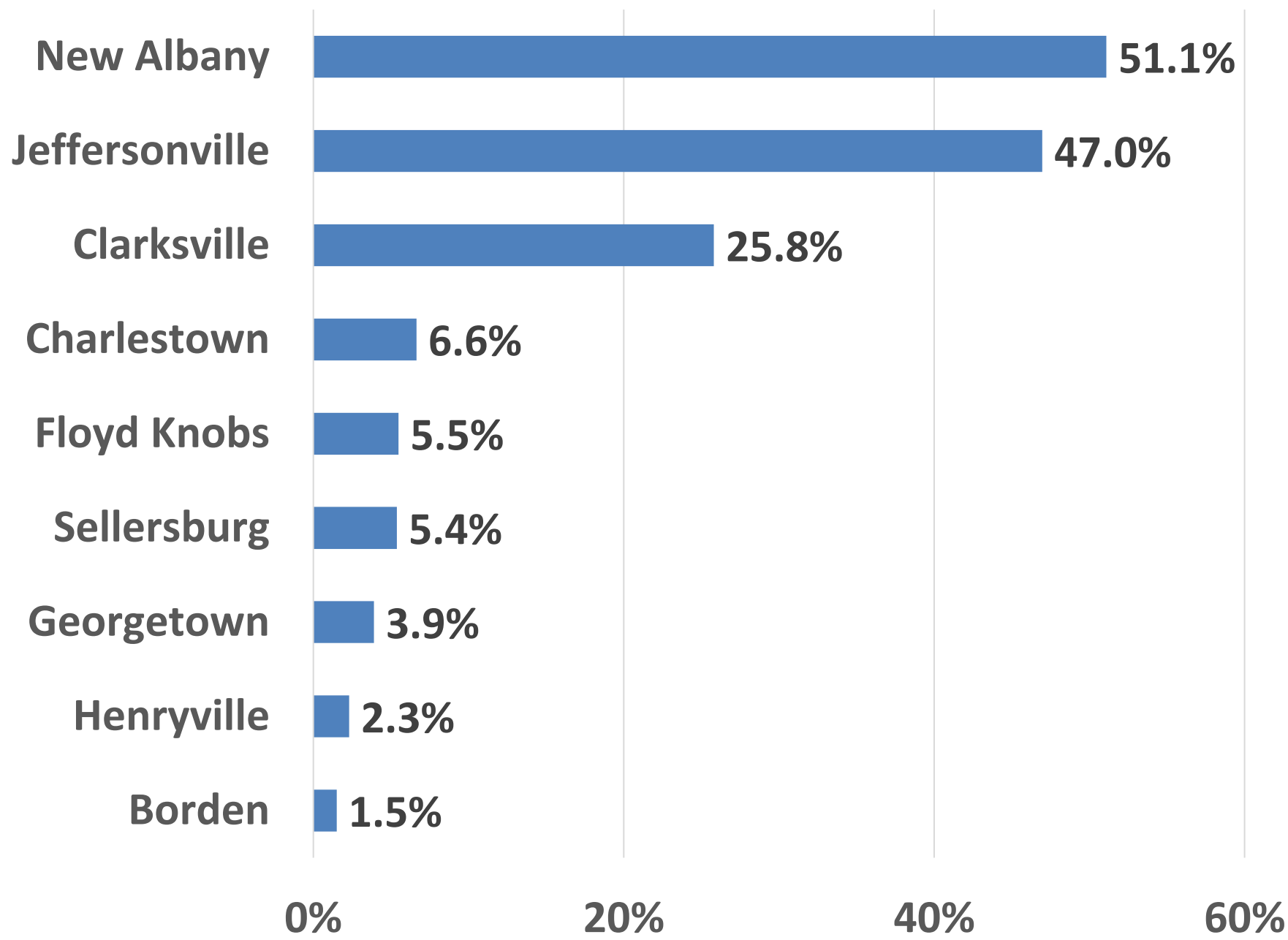
Similar to visitation and shopping, hotel guests were also more likely to dine within Museum/Whiskey Row (32.7%), while VFRs dined in more neighborhoods when comparing visitor types (1.6 neighborhoods on average).

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. 1,285 completed surveys

Southern Indiana Communities Visited

Nearly one-quarter of Louisville visitors went to at least one Southern Indiana community during their trip (24.2%). Those who visited a Southern Indiana community went to 1.5 neighborhoods on average, with New Albany (51.1%), Jeffersonville (47.0%) and Clarksville (25.8%) being the communities visited most. Those visiting friends and relatives (29.3%) and day trip visitors (28.0%) were more likely to visit at least one Southern Indiana community compared to hotel guests.

Figure 23: Southern Indiana Communities Visited



Base: Respondents who visited a Southern Indiana community. 280 responses.

Detail by Type of Visitor

	Total	Hotel	VFR	Day-Trip
New Albany	51.1%	39.1%	78.8%	49.4%
Jeffersonville	47.0%	50.6%	34.0%	49.6%
Clarksville	25.8%	23.0%	19.8%	26.7%
Charlestown	6.6%	2.3%	4.7%	7.9%
Floyd Knobs	5.5%	3.4%	0.0%	6.9%
Sellersburg	5.4%	2.3%	0.0%	6.9%
Georgetown	3.9%	4.6%	0.0%	4.0%
Henryville	2.3%	2.3%	0.0%	3.0%
Borden	1.5%	1.1%	0.0%	2.0%
Visited at least one Southern In Community	24.2%	11.0%	29.3%	28.0%
Average # of Southern Indiana Communities Visited	1.5	1.3	1.4	1.6
Base	280	87	43	102

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

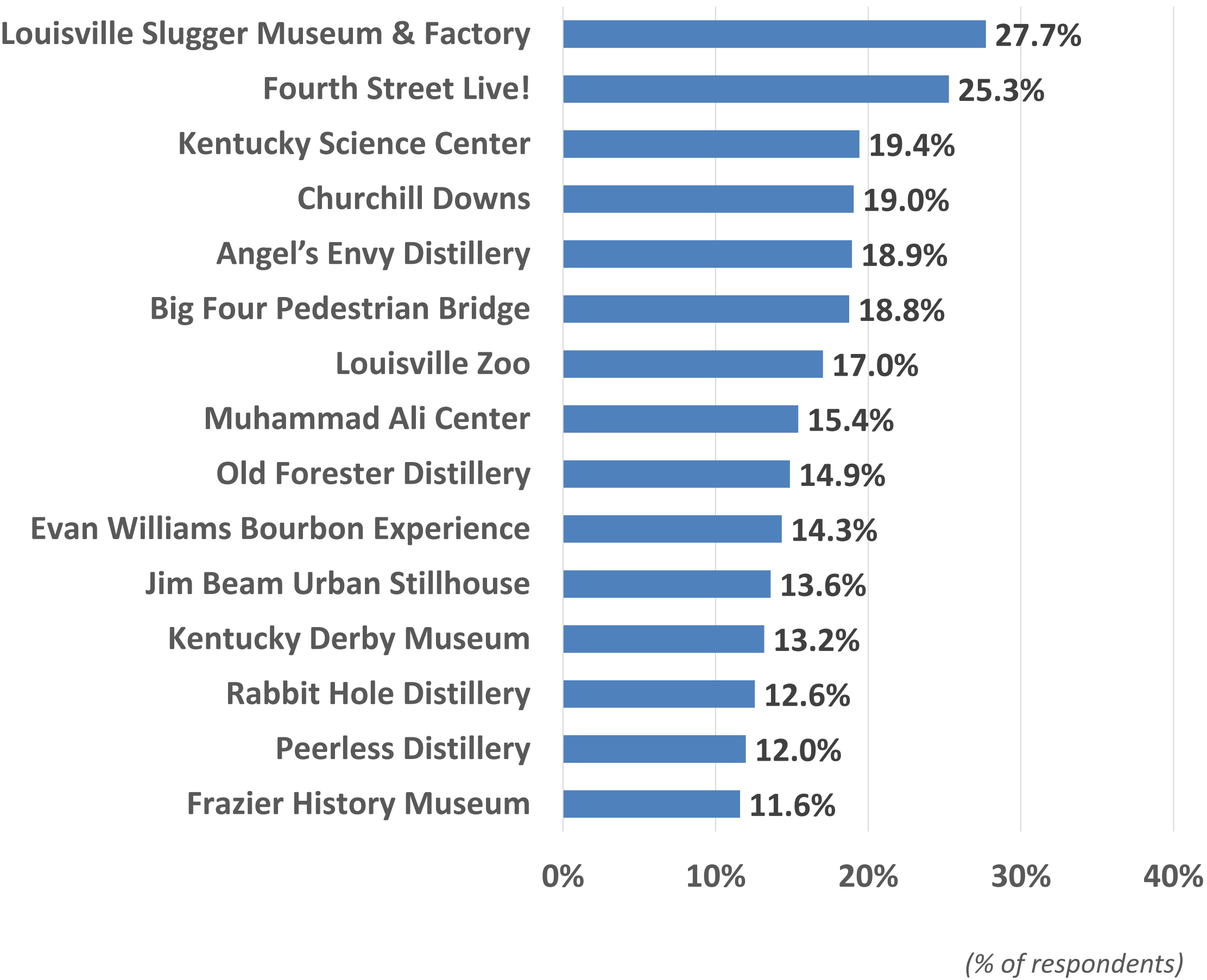
Attractions Visited

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 & Factory (27.7%), Fourth Street Live! (25.3%), Kentucky Science Center (19.4%), Churchill Downs (19.0%), Angel’s Envy Distillery (18.9%) and Big Four Pedestrian Bridge (18.8%).

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. 1,402 completed surveys

Figure 24: Attractions Visited



Attractions Visited – Complete Detail

Detail by Type of Visitor

	Total	Hotel	VFR	Day-Trip
Louisville Slugger Museum & Factory	27.7%	37.7%	25.7%	23.5%
Fourth Street Live!	25.3%	33.2%	37.5%	20.2%
Kentucky Science Center	19.4%	12.1%	13.9%	24.5%
Churchill Downs	19.0%	27.1%	23.9%	14.6%
Angel's Envy Distillery	18.9%	23.6%	7.9%	17.3%
Big Four Pedestrian Bridge	18.8%	21.4%	32.5%	15.4%
Louisville Zoo	17.0%	10.9%	17.8%	20.7%
Muhammad Ali Center	15.4%	23.4%	24.6%	10.9%
Old Forester Distillery	14.9%	18.9%	13.6%	12.2%
Evan Williams Bourbon Experience	14.3%	25.0%	14.3%	9.8%
Jim Beam Urban Stillhouse	13.6%	17.0%	9.3%	11.9%
Kentucky Derby Museum	13.2%	19.3%	24.3%	8.0%
Rabbit Hole Distillery	12.6%	14.5%	10.7%	11.3%
Peerless Distillery	12.0%	13.0%	10.0%	10.7%
Frazier History Museum	11.6%	17.3%	15.0%	8.6%
Louisville Slugger Field	9.8%	13.7%	11.4%	8.3%

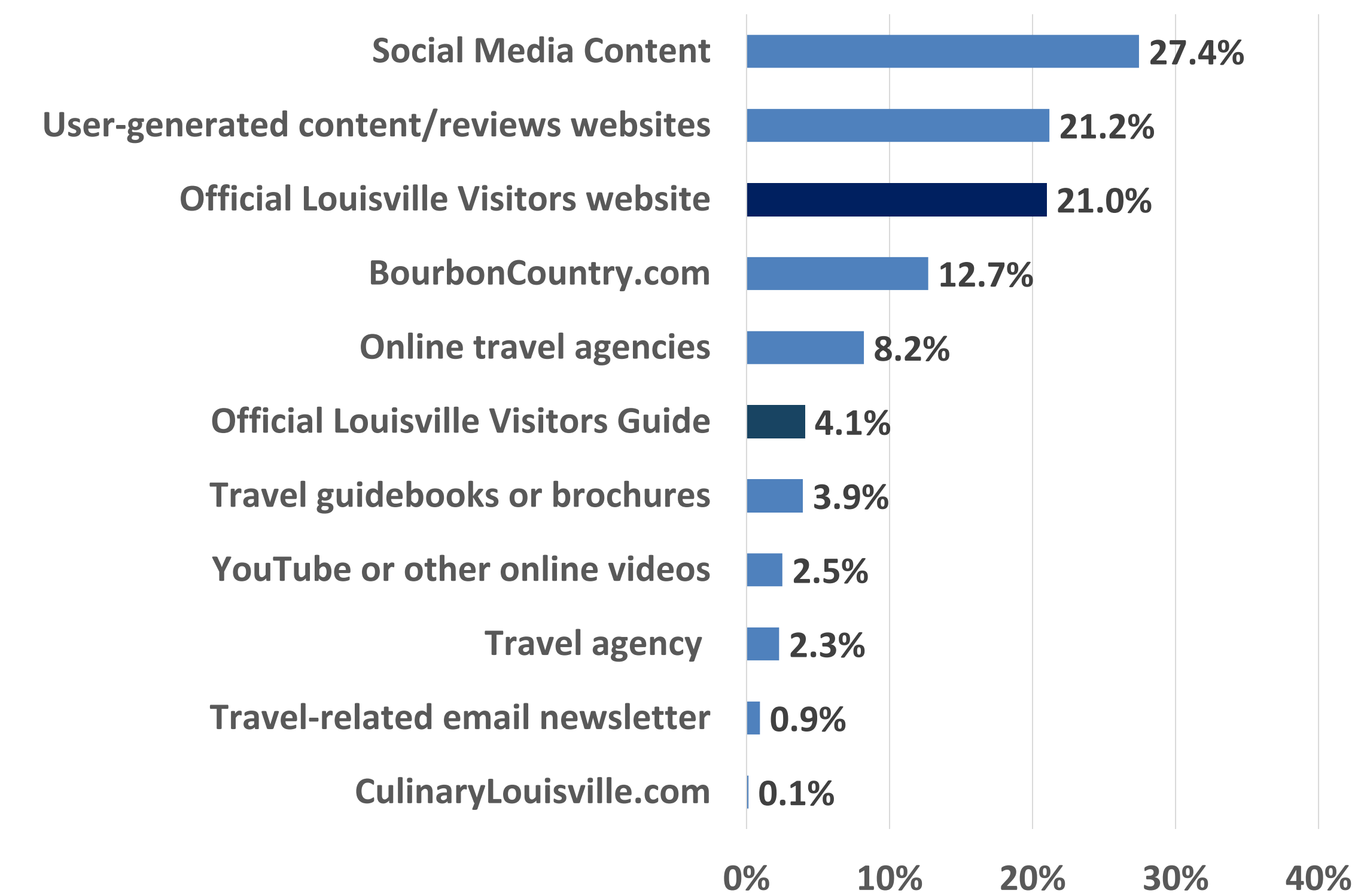
	Total	Hotel	VFR	Day-Trip
Bulleit Frontier Whiskey Experience	9.5%	10.1%	9.3%	8.4%
Belle of Louisville/Mary M. Miller	9.4%	13.7%	9.3%	6.4%
Copper & Kings Distillery	9.4%	12.6%	12.2%	7.3%
Outlet Shoppes of the Bluegrass	8.5%	5.3%	12.9%	9.0%
Louisville Mega Cavern	8.4%	9.3%	13.5%	7.2%
Speed Art Museum	5.3%	6.5%	13.6%	3.4%
Kentucky Kingdom	4.3%	5.3%	11.7%	2.4%
Michter's Fort Nelson Distillery	4.2%	7.2%	2.1%	2.4%
Kentucky Museum of Art & Craft	3.0%	1.9%	5.7%	3.0%
Louisville Glassworks	2.8%	2.9%	3.6%	2.7%
Actors Theatre of Louisville	2.5%	4.2%	2.9%	2.1%
Louisville Visitor Center	2.4%	4.9%	0.0%	2.1%
The Kentucky Center for the Performing Arts	1.8%	2.5%	2.1%	1.5%
Louisville Stoneware	0.9%	0.8%	0.7%	0.9%
American Printing House for the Blind	0.2%	0.5%	0.0%	0.0%
Base	1,402	753	141	341

Question: Which of the following attractions did you (or will you) visit while on this trip? (Select all that apply) Base: All respondents. 1,402 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 (27.4%), reviews websites (21.2%), and the official Louisville Visitors website (GoToLouisville.com) (21.0%)** were resources Louisville visitors frequently turn to for planning their visit to the city.

Figure 25: Planning Resources Used Before Arrival



Base: All respondents. 1,480 completed surveys

Detail by Type of Visitor

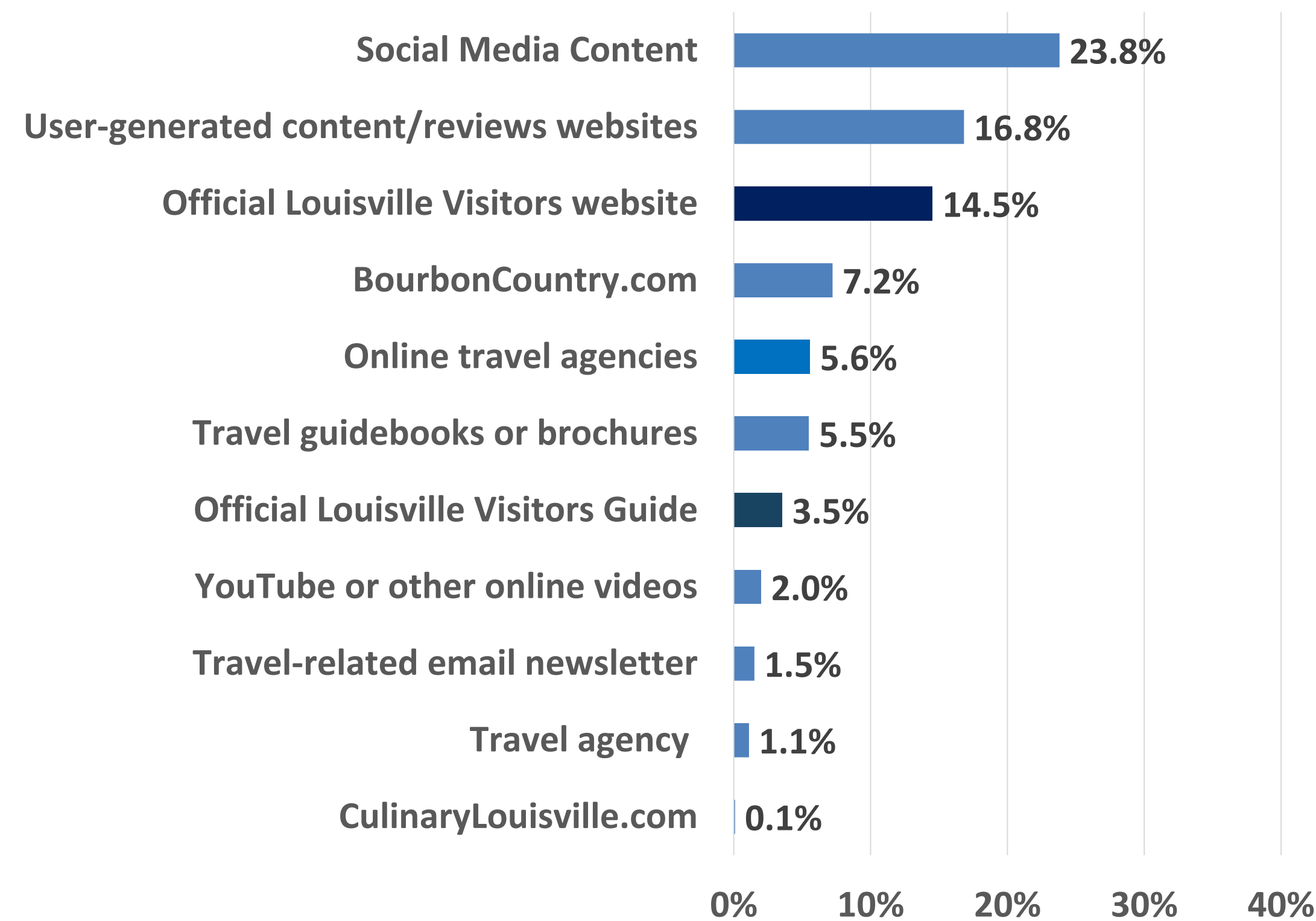
	Total	Hotel	VFR	Day-Trip
Social Media Content	27.4%	17.0%	41.0%	30.4%
User-generated content/reviews websites	21.2%	24.4%	19.2%	19.5%
Official Louisville Visitors website	21.0%	25.4%	20.0%	18.2%
BourbonCountry.com	12.7%	11.9%	11.0%	12.3%
Online travel agencies	8.2%	11.6%	9.3%	7.1%
Official Louisville Visitors Guide	4.1%	5.8%	2.8%	3.7%
Travel guidebooks or brochures	3.9%	6.3%	6.2%	2.6%
YouTube or other online videos	2.5%	3.2%	2.1%	2.3%
Travel agency	2.3%	3.4%	1.4%	2.3%
Travel-related email newsletter	0.9%	1.0%	0.7%	0.9%
CulinaryLouisville.com	0.1%	0.0%	0.7%	0.0%
Base	1,480	790	146	356

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 (23.8%), reviews websites (16.8%) and GoToLouisville.com (14.5%) during their Louisville trip. However, these were all used less frequently while in-market.

Figure 26: Planning Resources Used In-Market



Base: All respondents. 1,480 completed surveys

Detail by Type of Visitor

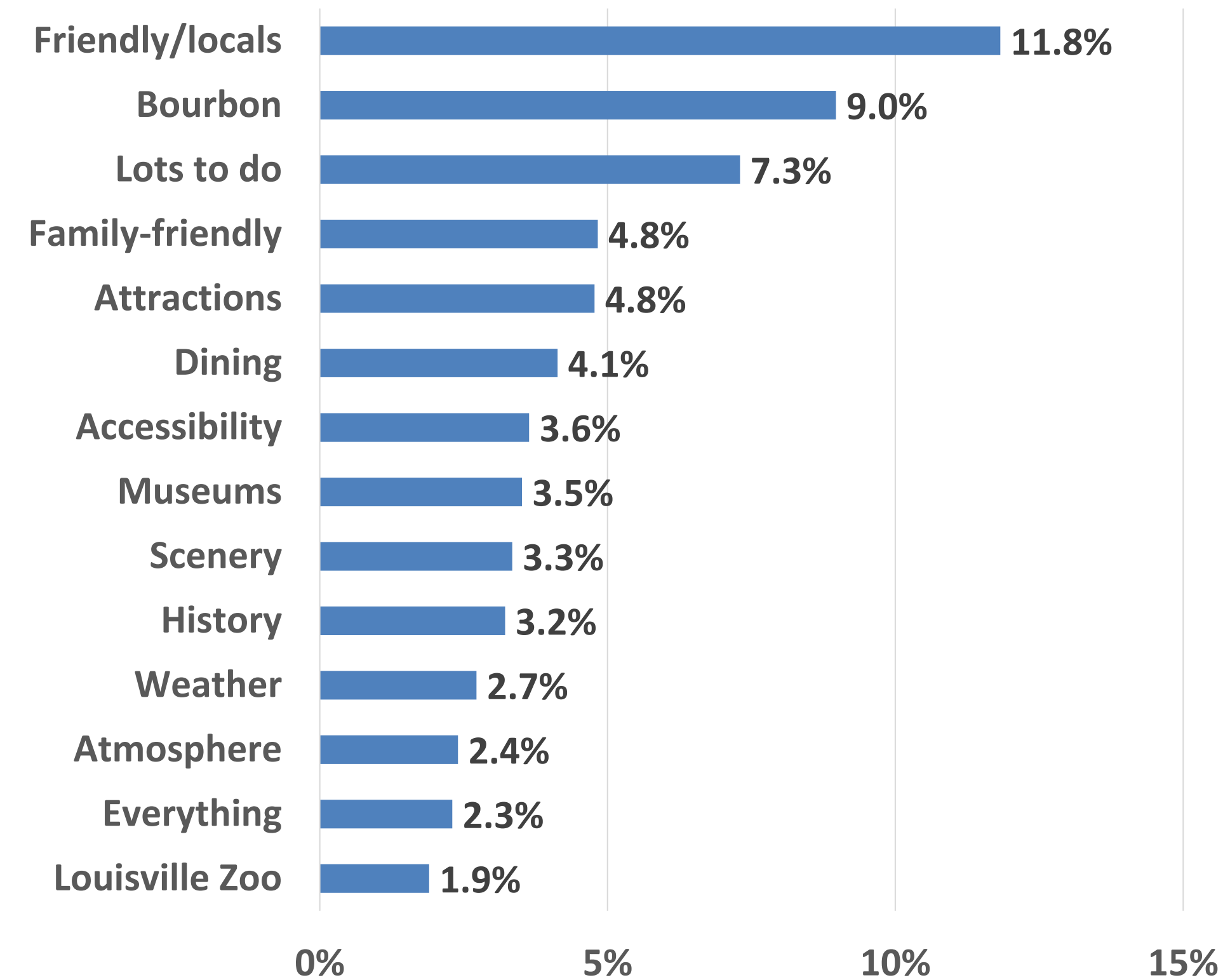
	Total	Hotel	VFR	Day-Trip
Social Media Content	23.8%	14.9%	37.6%	25.8%
User-generated content/reviews websites	16.8%	19.9%	14.8%	15.5%
Official Louisville Visitors website	14.5%	17.3%	9.7%	13.4%
BourbonCountry.com	7.2%	6.3%	9.0%	6.8%
Online travel agencies	5.6%	5.8%	7.6%	5.4%
Travel guidebooks or brochures	5.5%	7.5%	13.1%	3.4%
Official Louisville Visitors Guide	3.5%	5.7%	1.4%	2.9%
YouTube or other online videos	2.0%	2.3%	2.8%	1.7%
Travel-related email newsletter	1.5%	1.3%	1.4%	1.7%
Travel agency	1.1%	2.2%	1.4%	0.9%
CulinaryLouisville.com	0.1%	0.3%	0.0%	0.0%
Base	1,480	790	146	356

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 (11.8%) was the most liked aspect of the city. Louisville’s affiliation with bourbon (9.0%) and the perception that there is a lot to do (7.3%) were other Louisville attributes that were most liked.

Figure 27: Most Liked Aspects of Louisville



Base: All respondents. 1,436 completed surveys

Detail by Type of Visitor

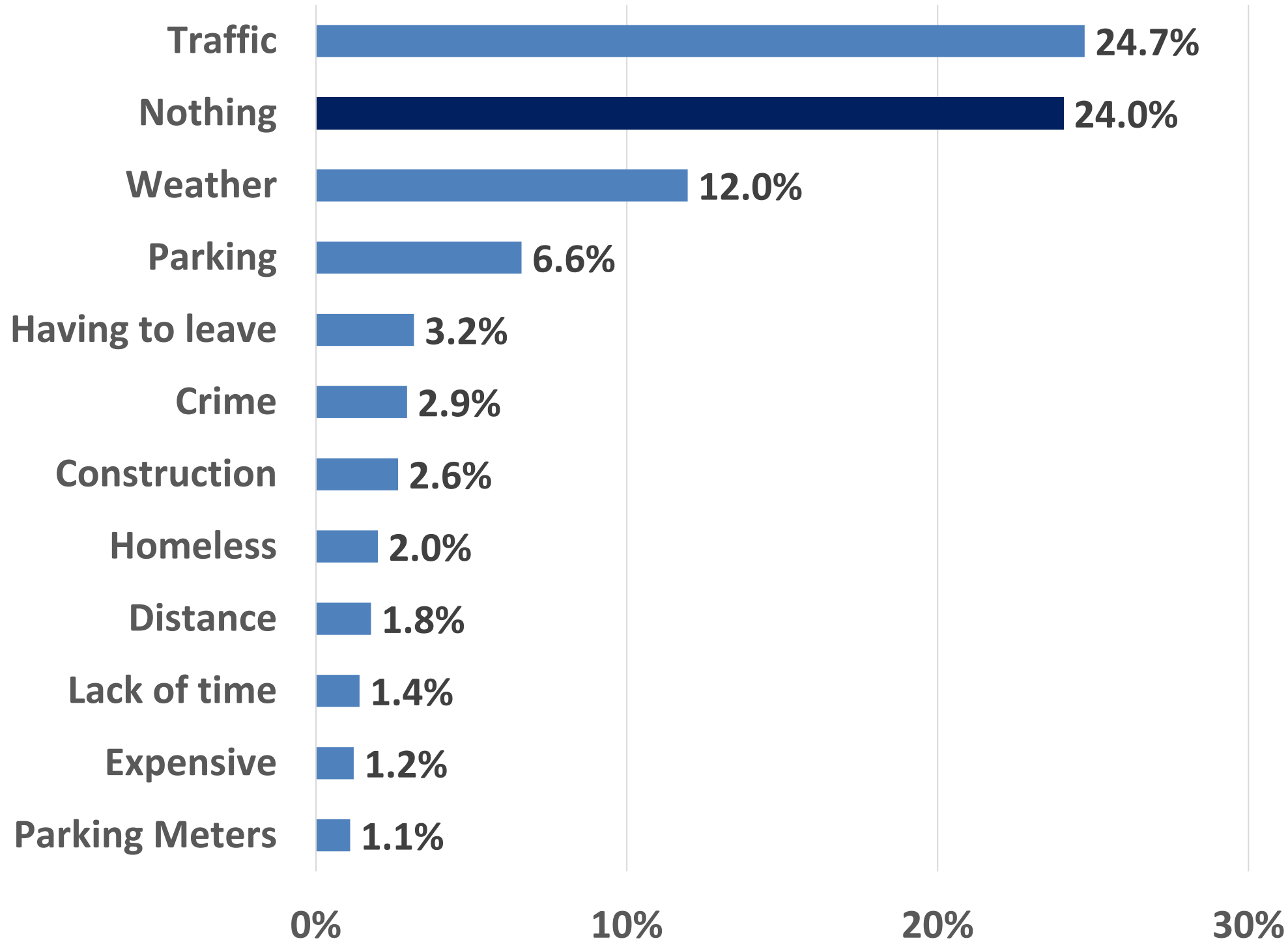
	Total	Hotel	VFR	Day-Trip
Friendly/locals	11.8%	15.3%	12.7%	9.5%
Bourbon	9.0%	14.0%	5.6%	6.7%
Lots to do	7.3%	5.5%	4.2%	9.1%
Family-friendly	4.8%	2.6%	19.0%	3.9%
Attractions	4.8%	3.4%	1.4%	6.1%
Dining	4.1%	5.4%	5.9%	3.5%
Accessibility	3.6%	2.9%	2.8%	4.1%
Museums	3.5%	2.6%	1.4%	4.1%
Scenery	3.3%	3.4%	2.8%	3.5%
History	3.2%	3.4%	1.4%	3.5%
Weather	2.7%	3.0%	4.5%	1.8%
Atmosphere	2.4%	2.1%	4.2%	2.2%
Everything	2.3%	1.4%	4.9%	2.3%
Louisville Zoo	1.9%	0.4%	0.0%	2.9%
Base	1,436	765	143	347

Question: What do you like most about Louisville?

Least Liked Aspects of Louisville (Unaided)

When asked what was liked least about Louisville, nearly one-quarter of visitors reported that there was “nothing” they disliked about the destination (24.0%). However, one-quarter cited traffic (24.7%) as the least liked aspect of Louisville.

Figure 28: Least Liked Aspects of Louisville



Base: All respondents. 1,275 completed surveys

Detail by Type of Visitor

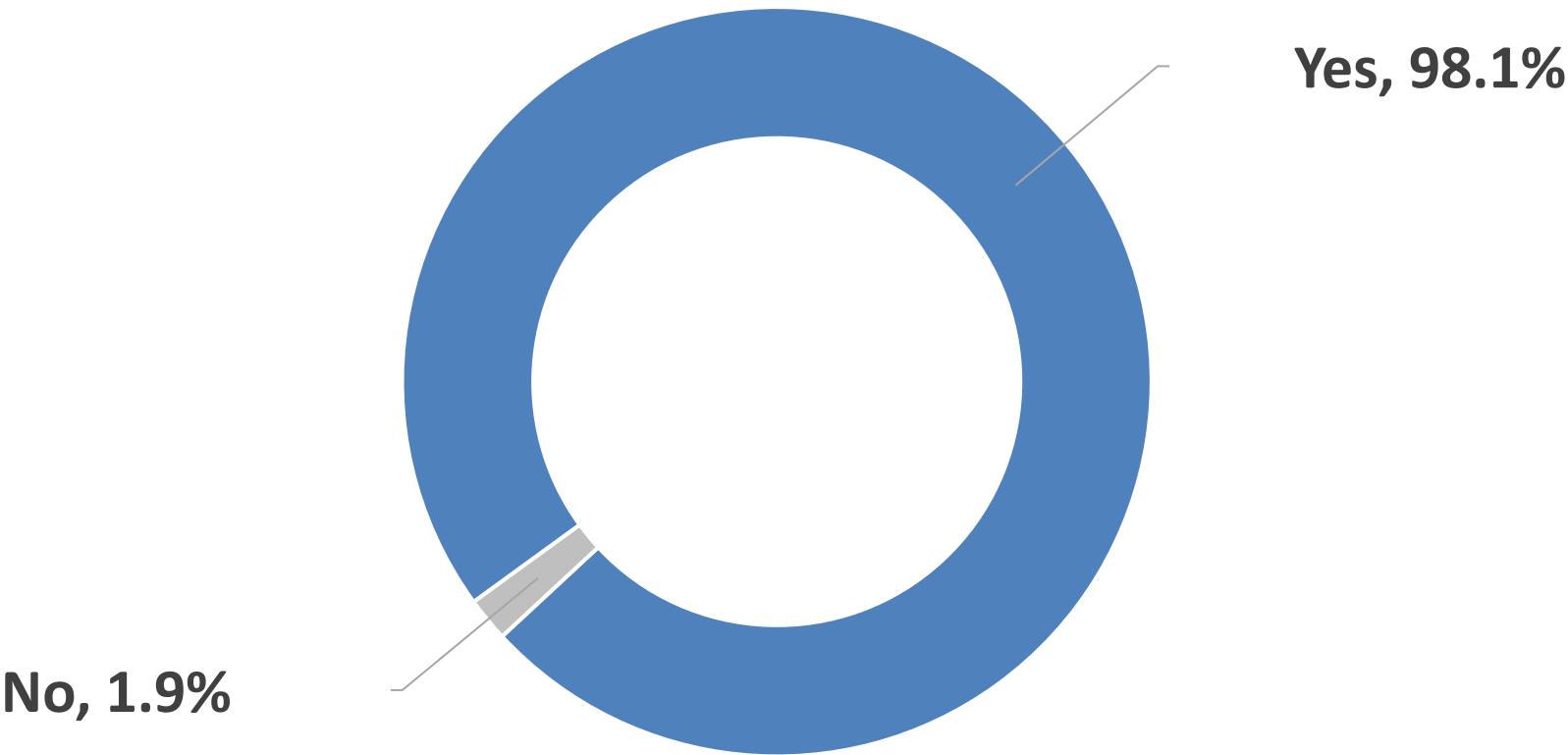
	Total	Hotel	VFR	Day-Trip
Traffic	24.7%	11.4%	19.4%	31.6%
Nothing	24.0%	31.0%	27.2%	20.8%
Weather	12.0%	14.6%	9.3%	12.0%
Parking	6.6%	3.4%	7.8%	7.0%
Having to leave	3.2%	2.1%	2.3%	2.5%
Crime	2.9%	0.4%	2.3%	4.1%
Construction	2.6%	2.9%	1.6%	2.8%
Homeless	2.0%	5.2%	3.9%	0.3%
Distance	1.8%	1.8%	1.6%	1.6%
Lack of time	1.4%	2.7%	0.0%	0.9%
Expensive	1.2%	1.2%	1.6%	1.3%
Parking Meters	1.1%	0.7%	0.8%	1.3%
Base	1,275	678	130	323

Question: What do you like least about Louisville?

Return to Louisville

Louisville appears to provide a highly satisfactory experience to its visitors. Nearly all 2019/20 visitors reported that they would indeed return to Louisville (98.1%).

Figure 29: Return to Louisville



Base: All respondents. 1,402 completed surveys

Detail by Type of Visitor

	Total	Hotel	VFR	Day-Trip
Yes	98.1%	96.7%	98.6%	98.5%
No	1.9%	3.3%	1.4%	1.5%
Base	1,402	754	140	340

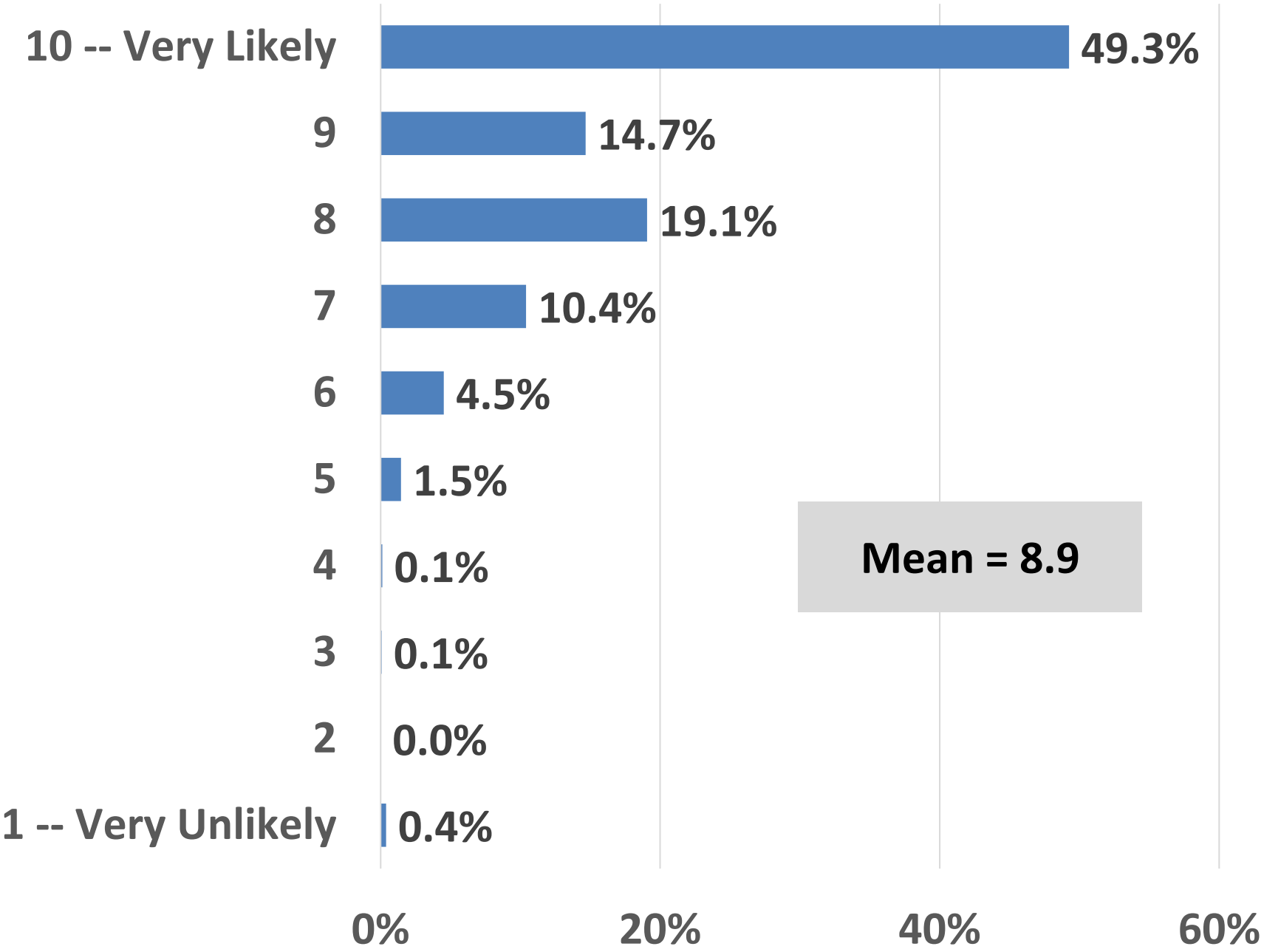
Question: Would you return to Louisville?

Likelihood to Recommend Louisville Attractions

Visitors are highly likely to recommend Louisville attractions to a friend or colleague. Visitors were asked to rate their likelihood to recommend the Louisville attraction where they were surveyed using a ten-point scale from “1 – Very unlikely” to “10 – Very likely.” On average, visitors surveyed rated their overall likelihood to recommend the specific Louisville attraction an 8.9 out of 10.

Figure 30: Likelihood to Recommend Louisville Attractions

Detail by Type of Visitor



	Total	Hotel	VFR	Day-Trip
10 – Very likely	49.3%	44.6%	52.4%	51.3%
9	14.7%	14.6%	19.5%	13.4%
8	19.1%	19.4%	13.2%	19.7%
7	10.4%	11.9%	9.7%	10.3%
6	4.5%	5.6%	4.5%	3.7%
5	1.5%	2.9%	0.7%	1.1%
4	0.1%	0.4%	0.0%	0.0%
3	0.1%	0.4%	0.0%	0.0%
2	0.0%	0.0%	0.0%	0.0%
1 – Very unlikely	0.4%	0.1%	0.0%	0.6%
Mean	8.9	8.7	9.0	8.9
Base	1,465	780	145	356

Base: All respondents. 1,465 responses.

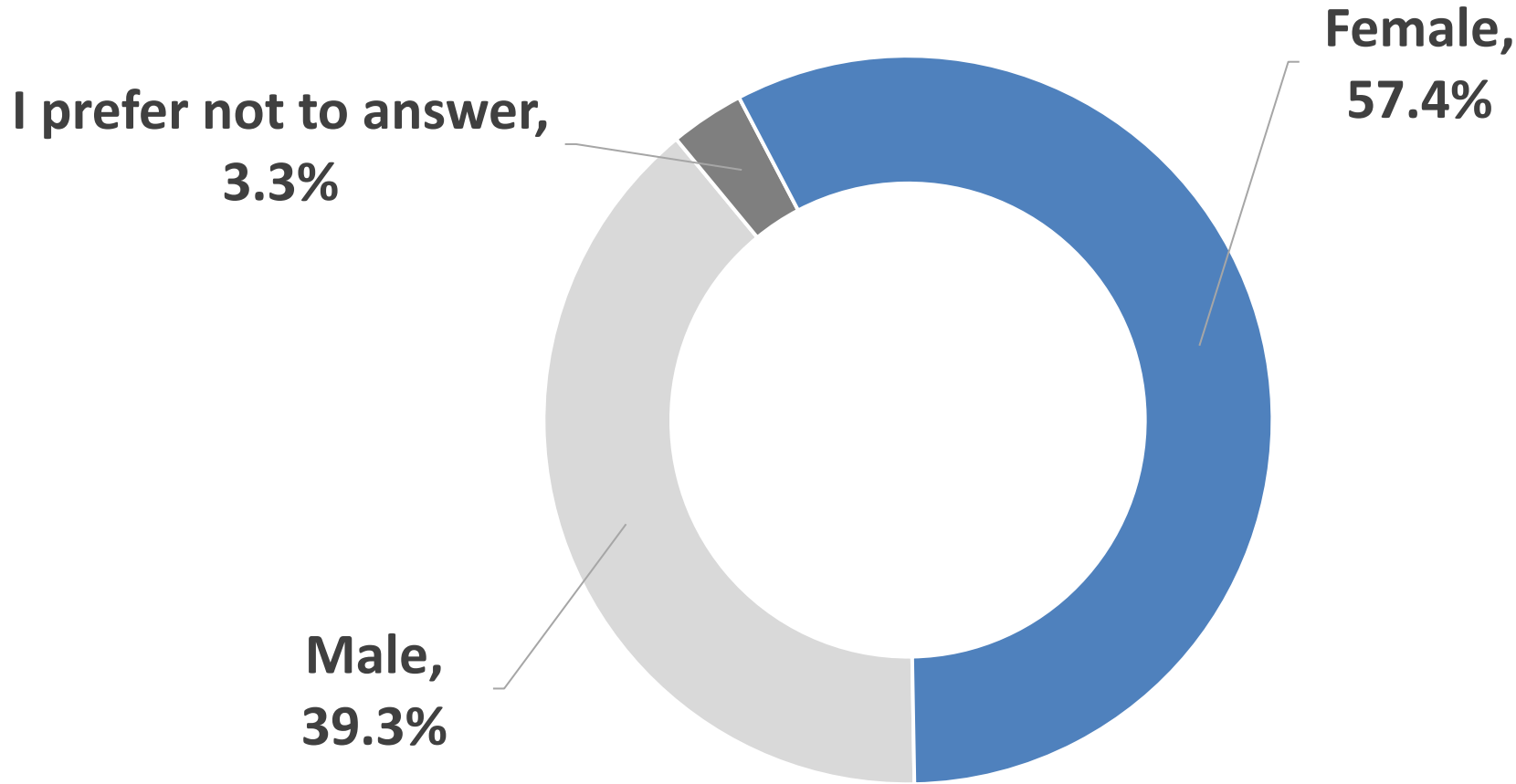
Question: On a 10-point scale in which 1 represents “Very unlikely” and 10 represents “Very likely,” how likely would you be to recommend this attraction to a friend or colleague?

DEMOGRAPHICS

Gender

The visitor survey sample skewed female. In total, 57.4 percent of the sample were female and 39.3 percent were male.

Figure 31: Gender



Base: All respondents. 1,443 responses.

Detail by Type of Visitor

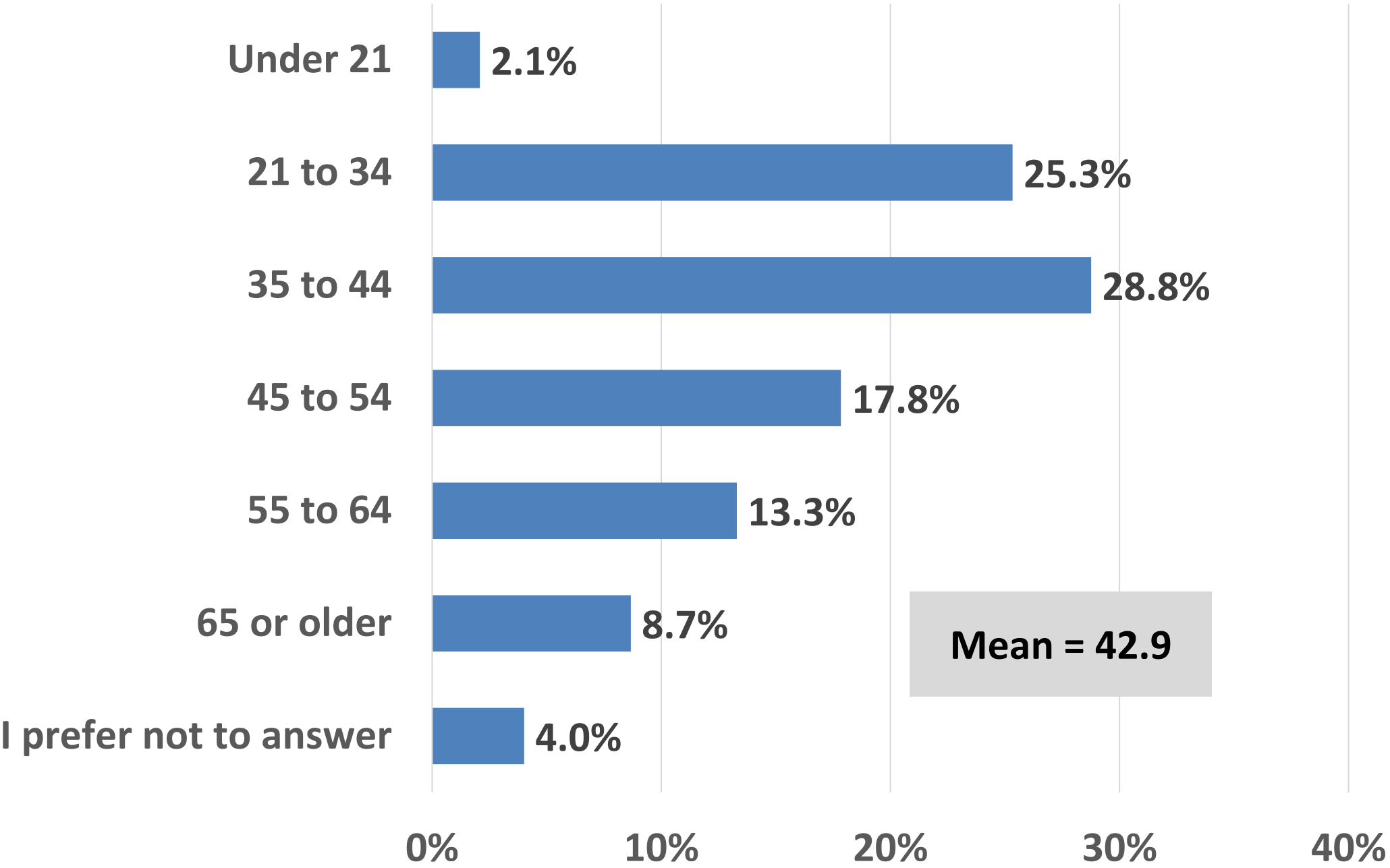
	Total	Hotel	VFR	Day-Trip
Female	57.4%	56.5%	54.1%	58.4%
Male	39.3%	39.9%	44.5%	38.1%
I prefer not to answer	3.3%	3.5%	1.4%	3.5%
Base	1,443	771	146	346

Question: What is your gender? (Select one)

Age

The average Louisville visitor surveyed was 42.9 years of age. Hotel guests were the oldest visitor segment (45.3).

Figure 32: Age



Base: All respondents. 1,399 responses.

Detail by Type of Visitor

	Total	Hotel	VFR	Day-Trip
Under 21	2.1%	0.6%	0.7%	2.9%
21 to 34	25.3%	16.7%	33.7%	27.3%
35 to 44	28.8%	30.7%	29.9%	28.7%
45 to 54	17.8%	23.0%	14.9%	16.8%
55 to 64	13.3%	17.6%	9.7%	11.2%
65 or older	8.7%	7.4%	9.0%	8.8%
I prefer not to answer	4.0%	4.0%	2.1%	4.4%
Mean	42.9	45.3	41.1	41.9
Base	1,399	748	142	334

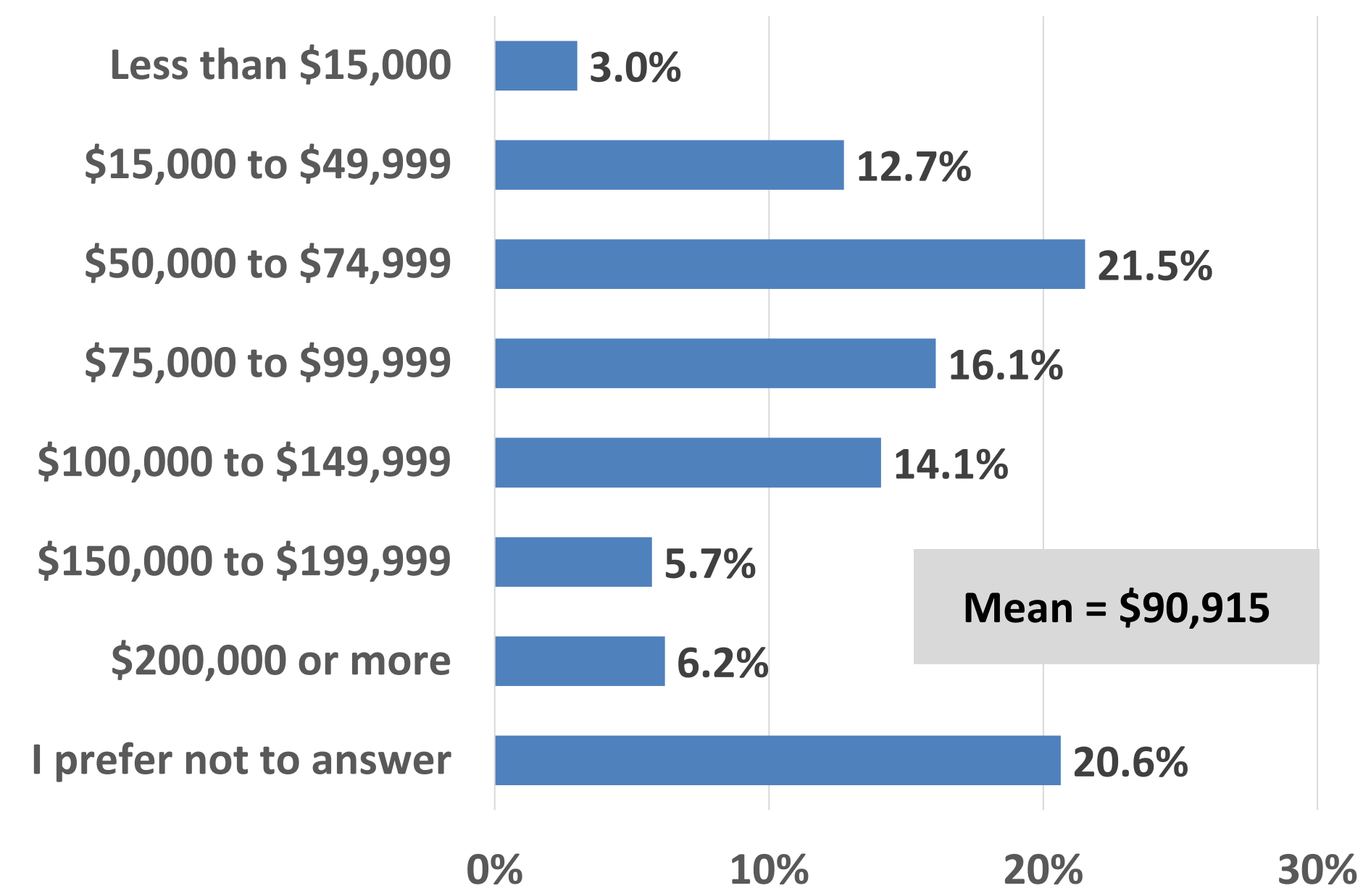
Question: What is your age? (Select one)

Annual Household Income

The typical Louisville visitor is affluent. Louisville visitors surveyed reported having an average annual household income of \$90,915. In addition to being the oldest visitor segment, hotel guests were also the most affluent at \$102,713.

Figure 33: Annual Household Income

Detail by Type of Visitor



	Total	Hotel	VFR	Day-Trip
Less than \$15,000	3.0%	2.2%	4.9%	3.2%
\$15,000 to \$49,999	12.7%	8.6%	12.2%	14.3%
\$50,000 to \$74,999	21.5%	21.3%	28.7%	20.6%
\$75,000 to \$99,999	16.1%	16.6%	16.4%	14.6%
\$100,000 to \$149,999	14.1%	16.9%	13.3%	13.7%
\$150,000 to \$199,999	5.7%	9.6%	4.9%	4.4%
\$200,000 or more	6.2%	8.6%	3.5%	5.8%
I prefer not to answer	20.6%	16.2%	16.1%	23.3%
Mean	\$90,915	\$102,713	\$82,471	\$87,744
Base	1,179	645	121	267

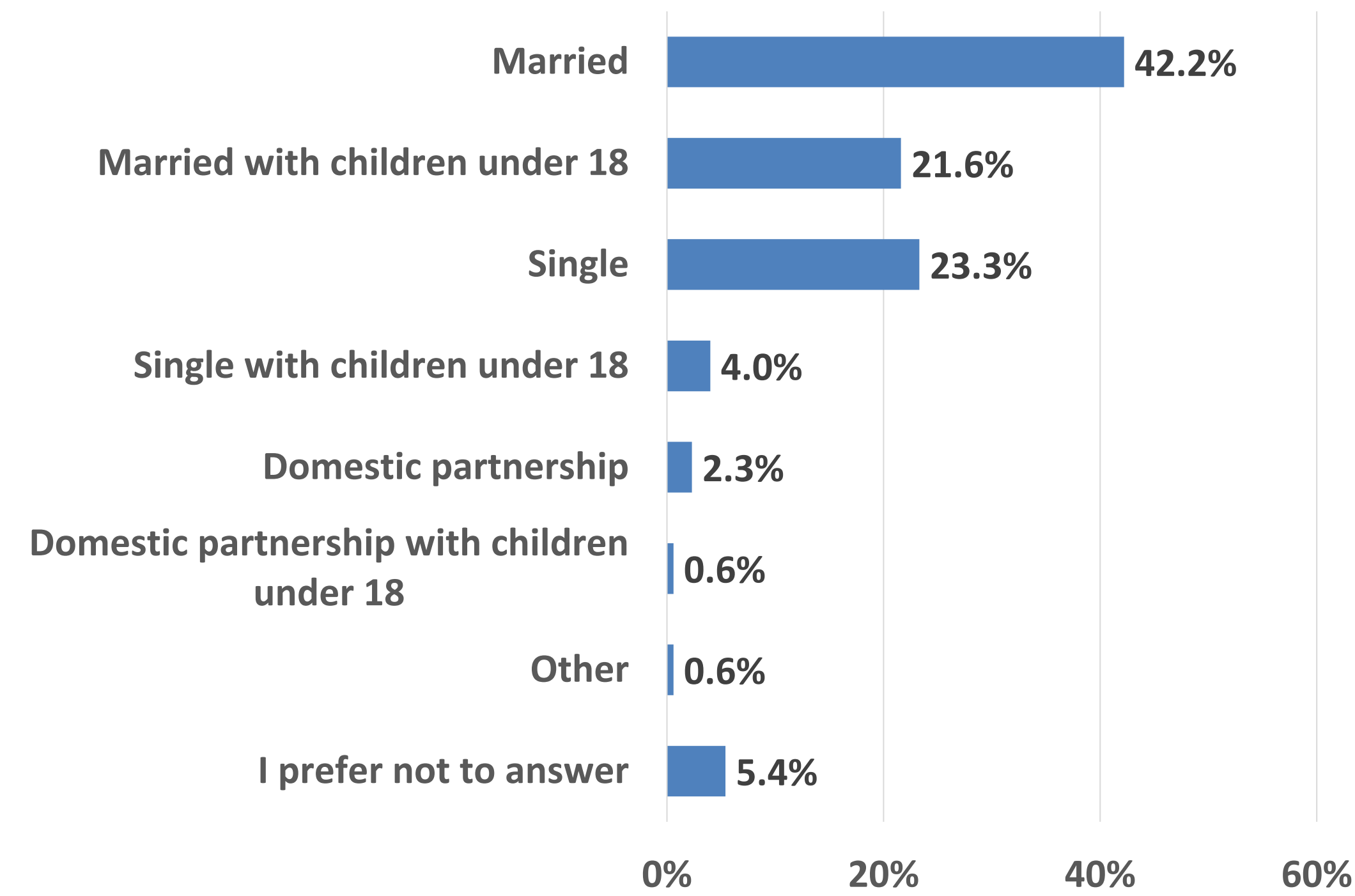
Base: All respondents. 1,179 responses.

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 are married/partnered (66.8%), while over one-quarter is single (27.2%). In total, 26.6 percent have children under the age of 18.

Figure 34: Marital Status



Base: All respondents. 1,447 responses.

Detail by Type of Visitor

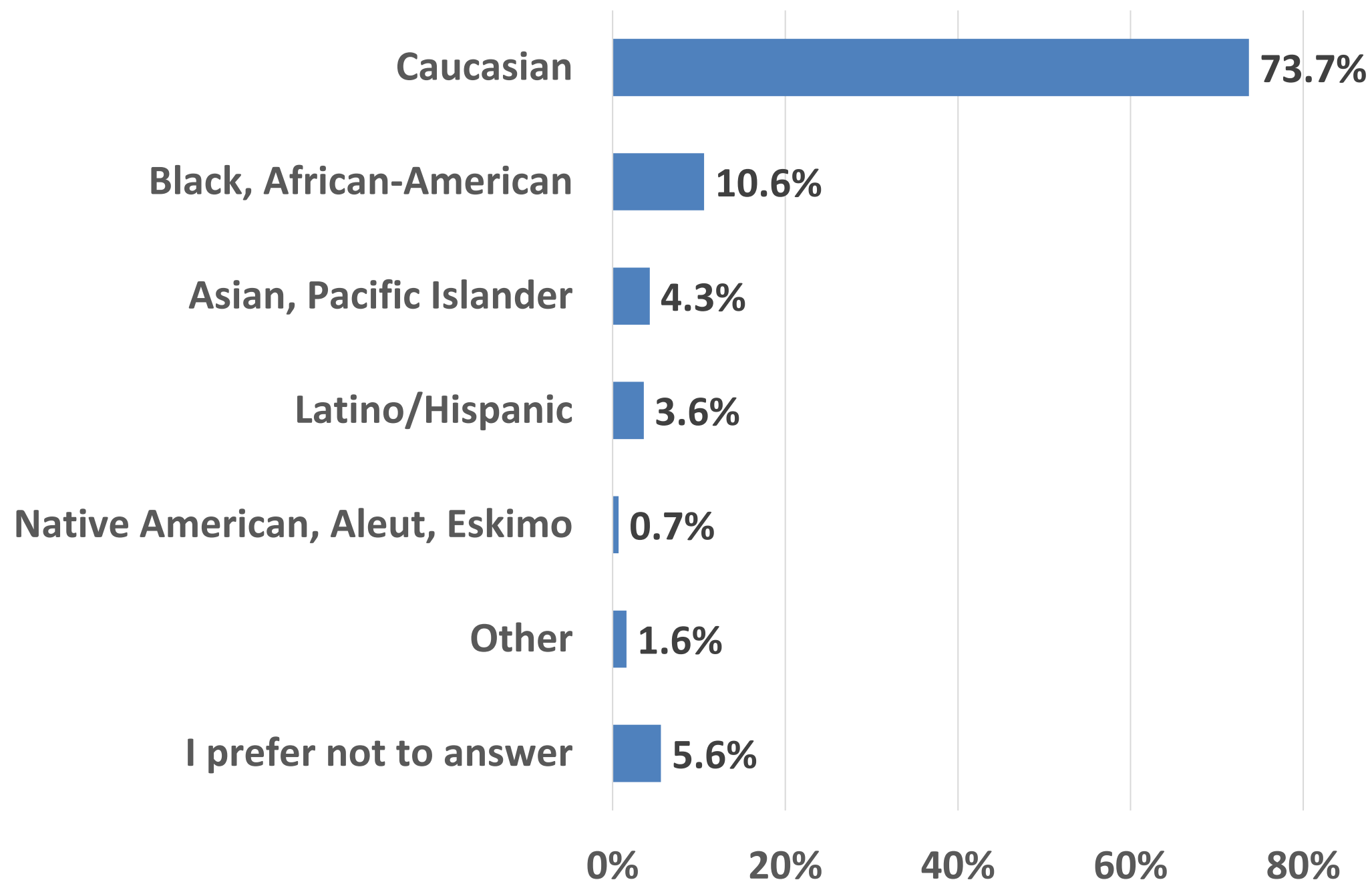
	Total	Hotel	VFR	Day-Trip
Married	42.2%	46.4%	37.2%	41.2%
Married with children under 18	21.6%	15.8%	22.1%	25.0%
Single	23.3%	25.1%	26.2%	20.8%
Single with children under 18	4.0%	2.1%	7.6%	4.4%
Domestic partnership	2.3%	3.8%	1.4%	1.8%
Domestic partnership with children under 18	0.6%	0.6%	0.0%	0.6%
Other	0.6%	0.9%	0.0%	0.6%
I prefer not to answer	5.4%	5.3%	5.5%	5.6%
Base	1,447	773	146	346

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

Ethnicity

Approximately three-quarters of visitors surveyed identified as Caucasian (73.7%) and one-in-five identified as other ethnicities (20.7%). The largest non-Caucasian visitor group is Black, African-American (10.6%) followed by Asian, Pacific Islander (4.3%) and Latino/Hispanic (3.6%).

Figure 35: Ethnicity



Base: All respondents. 1,445 responses.

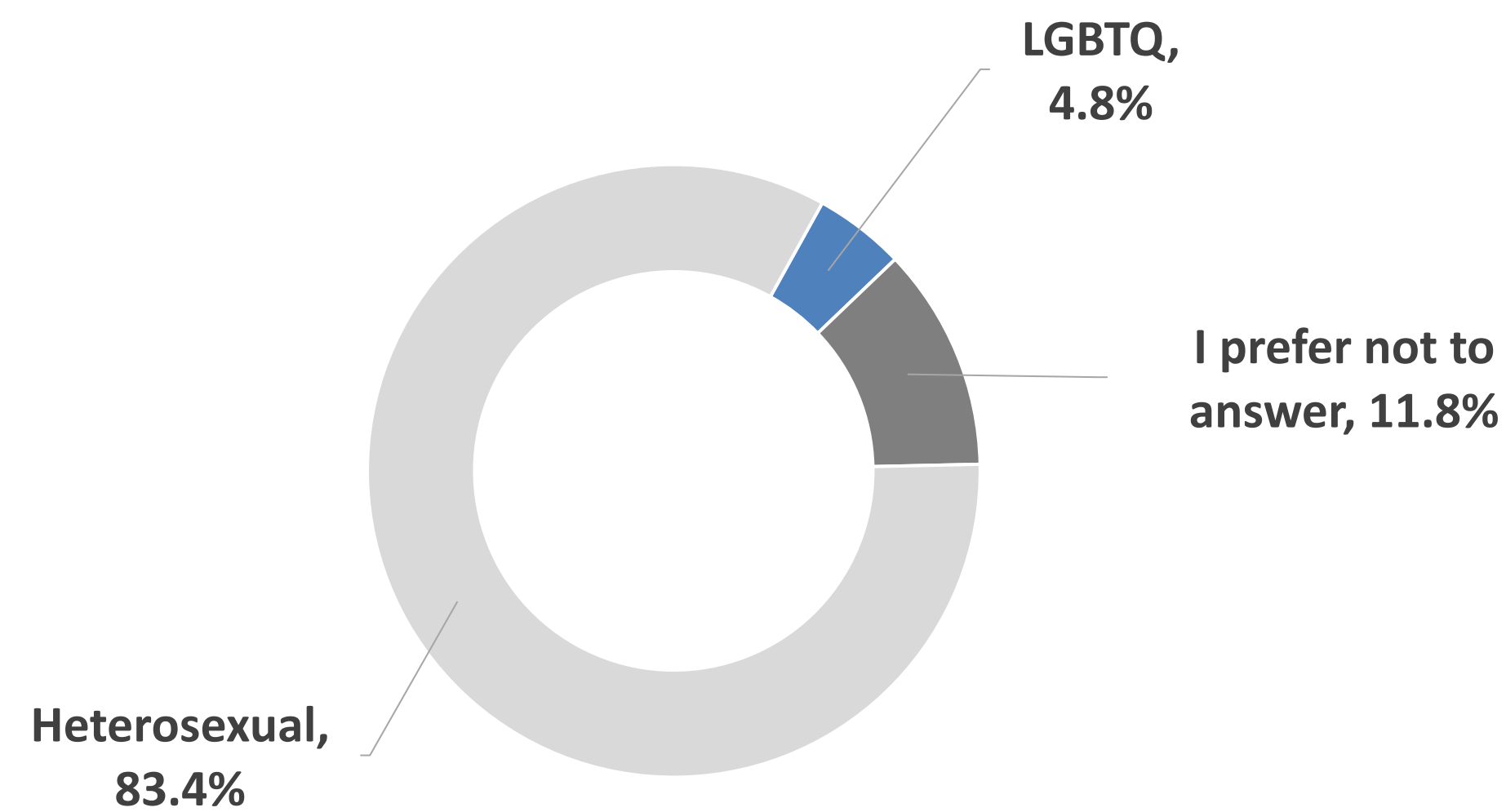
Detail by Type of Visitor

	Total	Hotel	VFR	Day-Trip
Caucasian	73.7%	68.6%	60.5%	76.8%
Black, African-American	10.6%	12.1%	26.9%	8.1%
Asian, Pacific Islander	4.3%	4.7%	1.4%	4.4%
Latino/Hispanic	3.6%	5.4%	2.1%	3.2%
Native American, Aleut, Eskimo	0.7%	1.3%	1.4%	0.4%
Other	1.6%	2.5%	2.1%	1.2%
I prefer not to answer	5.6%	5.4%	5.6%	5.9%
Base	1,445	774	144	344

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

In total, 4.8 percent of Louisville visitors surveyed identified as LGBTQ and 83.4 percent identified as heterosexual.

Figure 36: LGBTQ



Base: All respondents. 1,426 responses.

Detail by Type of Visitor

	Total	Hotel	VFR	Day-Trip
Heterosexual	83.4%	85.1%	80.8%	82.9%
LGBTQ	4.8%	5.5%	10.1%	3.5%
I prefer not to answer	11.8%	9.4%	9.1%	13.6%
Base	1,426	759	144	346

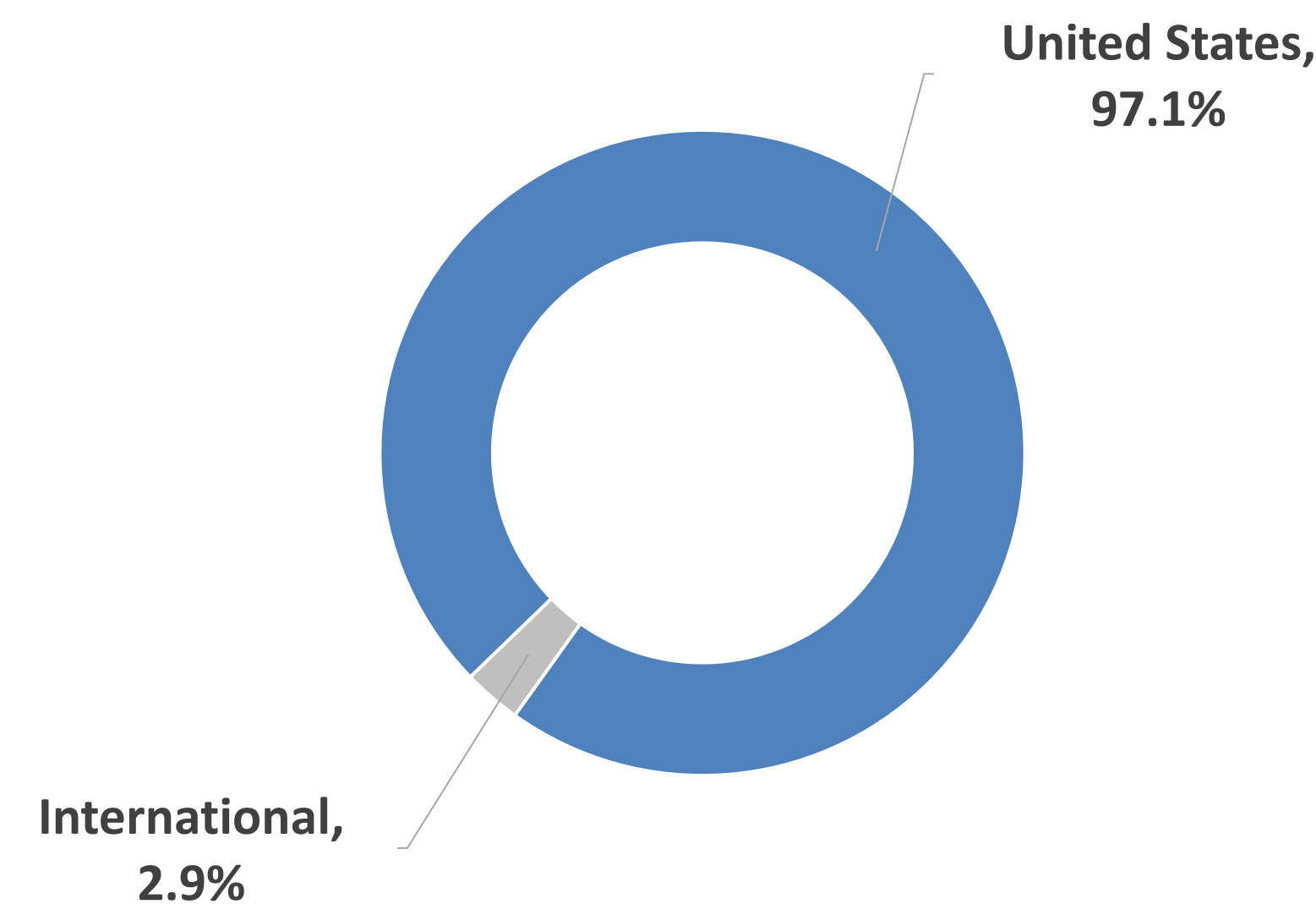
Question: Which best describes you? (Select one)

POINT OF ORIGIN

Point of Origin: Country of Residence

Nearly all Louisville visitors surveyed were domestic residents who reside within the United States (97.1%). Over the course of the study, the top international feeder markets were Canada (0.4%) and the United Kingdom (0.4%). *Note that the survey was only available in English.*

Figure 37: Country of Residence



Detail by Type of Visitor

	Total	Hotel	VFR	Day-Trip
United States	97.1%	95.2%	95.1%	98.4%
Canada	0.4%	0.7%	1.4%	0.0%
United Kingdom	0.4%	0.7%	1.4%	0.0%
Australia	0.3%	0.4%	0.0%	0.3%
Germany	0.2%	0.0%	0.7%	0.3%
Italy	0.1%	0.3%	0.7%	0.0%
Mexico	0.1%	0.3%	0.0%	0.0%
China	0.1%	0.3%	0.0%	0.0%
Japan	0.1%	0.1%	0.0%	0.0%
Netherlands	0.1%	0.3%	0.0%	99.0%
France	0.1%	0.3%	0.0%	99.0%
Other	0.9%	0.9%	0.7%	1.0%
Base	1,420	753	145	341

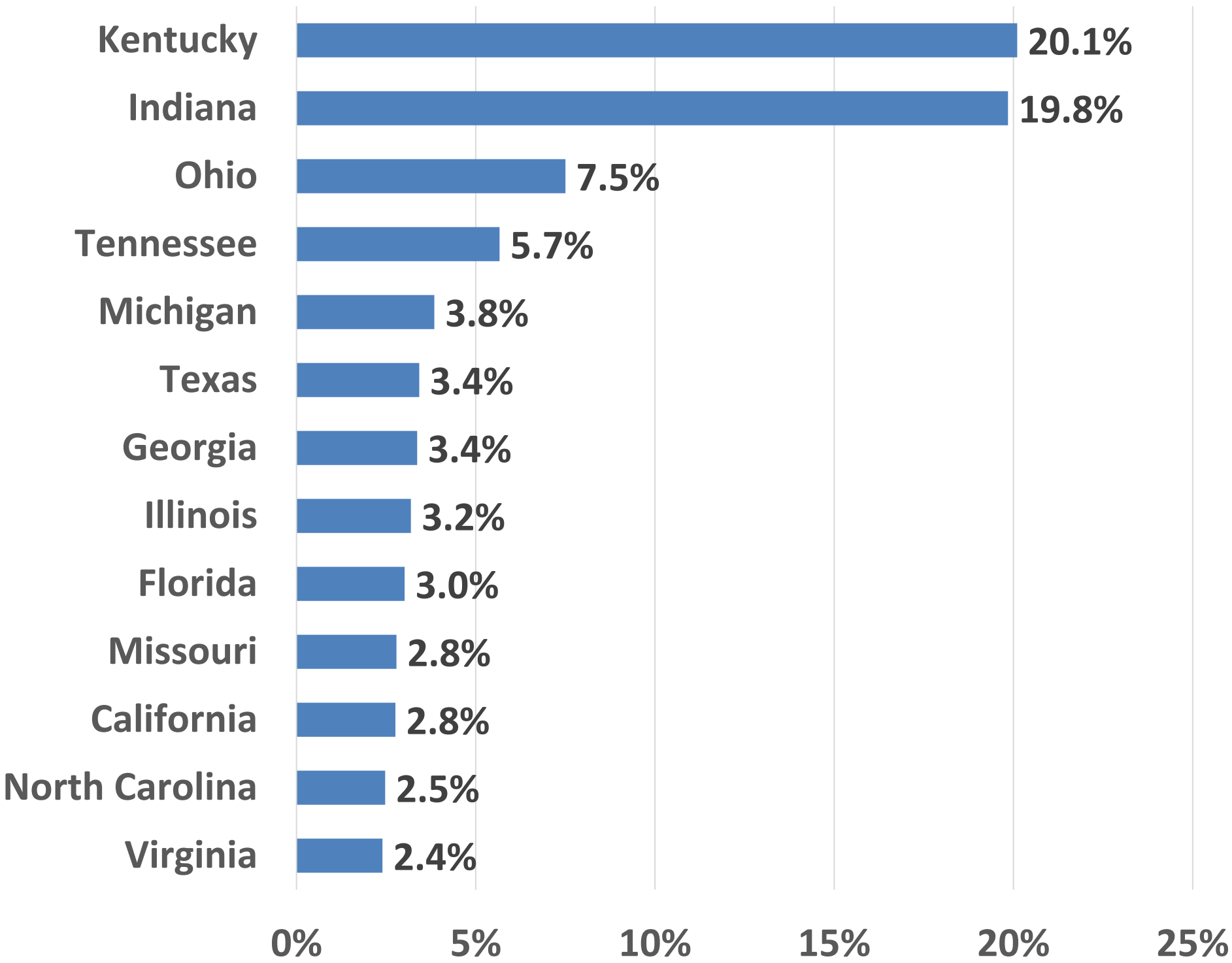
Base: All respondents. 1,420 responses.

Question: In which country do you reside?

Point of Origin: Top States of Residence

Outside of Kentucky (20.1%), the top domestic visitor markets by state were Indiana (19.8%), Ohio (7.5%) and Tennessee (5.7%).

Figure 38: Top States of Residence



Base: Domestic respondents. 1,288 responses.

Detail by Type of Visitor

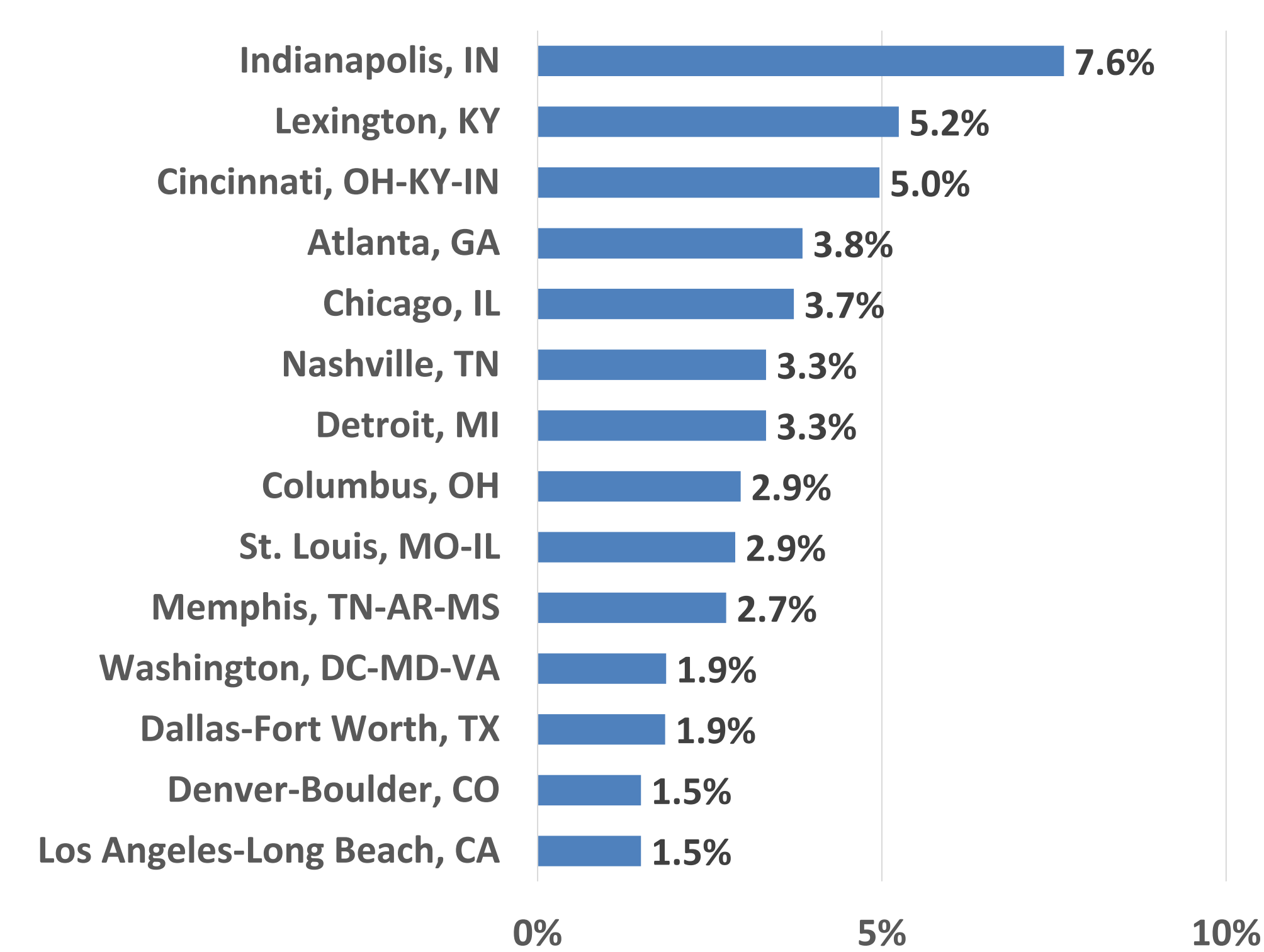
	Total	Hotel	VFR	Day-Trip
Kentucky	20.1%	7.3%	14.3%	26.5%
Indiana	19.8%	7.3%	17.5%	25.4%
Ohio	7.5%	8.3%	4.8%	7.8%
Tennessee	5.7%	5.5%	5.6%	5.0%
Michigan	3.8%	3.3%	1.6%	4.2%
Texas	3.4%	4.9%	5.1%	2.6%
Georgia	3.4%	4.6%	3.2%	2.9%
Illinois	3.2%	6.8%	2.4%	1.9%
Florida	3.0%	4.3%	5.1%	2.3%
Missouri	2.8%	2.3%	3.2%	2.6%
California	2.8%	5.3%	4.0%	1.6%
North Carolina	2.5%	3.2%	2.4%	2.0%
Virginia	2.4%	3.3%	4.0%	1.6%
Base	1,288	695	127	312

Question: What is your zip/postal code?

Point of Origin: Top MSAs of Residence

In addition to Indianapolis (7.6%), the top domestic visitor markets were Lexington (5.2%), Cincinnati (5.0%), Atlanta (3.8%), Chicago (3.7%), Nashville (3.3%) and Detroit (3.3%).

Figure 39: Top MSAs of Residence

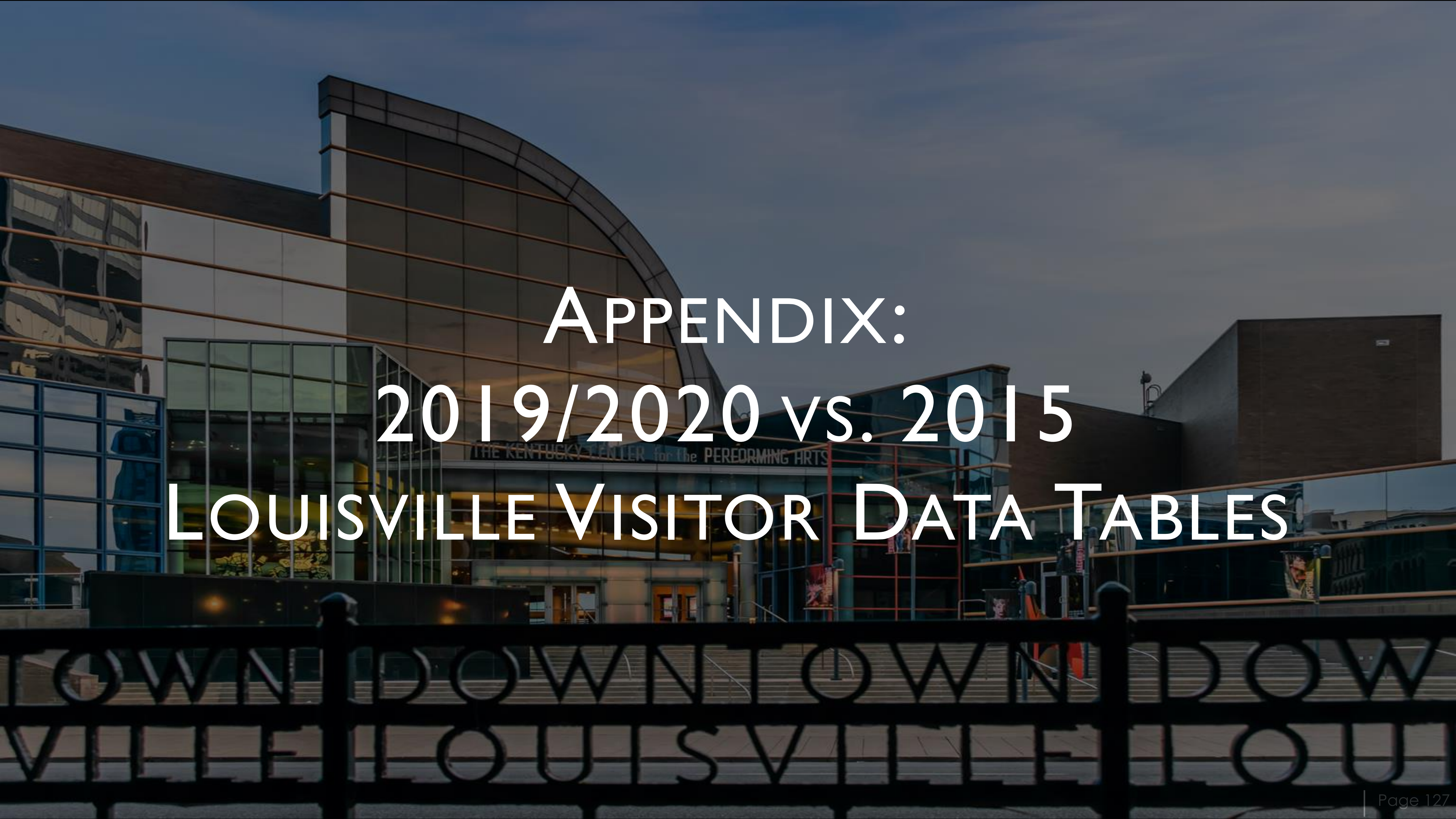


Base: Domestic respondents. 972 responses.

Detail by Type of Visitor

	Total	Hotel	VFR	Day-Trip
Indianapolis, IN	7.6%	4.0%	7.9%	9.8%
Lexington, KY	5.2%	2.6%	3.4%	6.9%
Cincinnati, OH-KY-IN	5.0%	4.5%	2.3%	5.8%
Atlanta, GA	3.8%	3.6%	4.5%	4.0%
Chicago, IL	3.7%	5.9%	3.4%	2.9%
Nashville, TN	3.3%	2.6%	3.4%	4.0%
Detroit, MI	3.3%	2.1%	1.1%	4.6%
Columbus, OH	2.9%	2.6%	3.4%	3.5%
St. Louis, MO-IL	2.9%	2.9%	3.4%	2.9%
Memphis, TN-AR-MS	2.7%	2.2%	2.3%	1.7%
Washington, DC-MD-VA	1.9%	2.2%	4.5%	1.2%
Dallas-Fort Worth, TX	1.9%	1.9%	4.5%	1.2%
Denver-Boulder, CO	1.5%	0.9%	2.3%	1.7%
Los Angeles-Long Beach, CA	1.5%	1.9%	0.0%	1.7%
Base	972	581	89	175

Question: What is your zip/postal code?



APPENDIX: 2019/2020 vs. 2015 LOUISVILLE VISITOR DATA TABLES

About this Section

The data tables within this section provide a comparison between the 2019/2020 and 2015 Louisville Visitor Profile studies.

Please note the following differences between the two time periods:

- The 2019/2020 Visitor Profile study was based on approximately 9 months of data collection due to the onset of COVID-19 compared to 12 months in the 2015 Visitor Profile study.
- The 2019/2020 Visitor Profile Study questionnaire had some minor updates to the questionnaire. In these instances, the 2019/2020 data is not directly comparable to 2015.



Above: Image of Louisville courtesy of @gotolouisville Instagram.

2019/2020 vs. 2015 Louisville Visitor Data Tables

Primary Reason for Louisville Trip

	2019/2020	2015
Vacation or Weekend getaway	38.1%	40.2%
Attend special event	17.4%	20.7%
Other personal reasons	16.4%	12.9%
Visit family in the area	14.2%	12.8%
Business	7.8%	6.2%
Convention/group meeting	5.7%	6.8%
Government travel	0.3%	0.5%

Escorted Tour Group

	2019/2020	2015
Yes	6.8%	Not asked
No	93.2%	Not asked

Attended Meetings/Events at Major Venues

	2019/2020	2015
KFC Yum! Center	8.3%	10.0%
Kentucky Exposition Center	7.5%	6.5%
Kentucky International Convention Center	7.3%	5.3%

2019/2020 vs. 2015 Louisville Visitor Data Tables (continued)

Place of Stay

	2019/2020	2015
Hotel, motel, inn or hostel in Louisville	21.7%	23.4%
Private residence in Louisville	9.7%	6.9%
Hotel, motel, inn or hostel outside of Louisville	17.6%	14.7%
Private residence outside of Louisville	7.2%	8.5%
Private home rental	4.9%	4.3%
Just passing through Louisville	20.0%	17.3%
Regional resident on a day trip	18.2%	21.7%
Other (campground, RV park, etc.)	1.6%	3.8%

Previous Visits to Louisville

	2019/20	2015
5 or more	40.5%	29.6%
4	4.2%	4.5%
3	7.1%	7.1%
2	10.1%	8.4%
1	13.0%	12.4%
0	25.0%	38.2%
Mean	9.3	4.7

2019/2020 vs. 2015 Louisville Visitor Data Tables (continued)

Travel Group Composition

	2019/2020	2015
Male Adults (18 yrs. +)	1.3	1.3
Female Adults (18 yrs. +)	1.3	1.4
Male Children (0 to 17 yrs.)	0.3	0.6
Female Children (0 to 17 yrs.)	0.3	0.6
% of Children	28.4%	43.8%
Mean Travel Group Size:	3.3	3.8

Days in Louisville

	2019/2020	2015
5 or more	14.2%	16.7%
4	10.5%	10.8%
3	16.7%	15.1%
2	15.6%	11.9%
1	43.0%	45.1%
Mean	2.6	3.0

Nights in Louisville

	2019/2020	2015
5 or more	12.3%	8.5%
4	7.6%	6.0%
3	13.6%	8.2%
2	17.1%	10.7%
1	16.2%	6.8%
0	33.2%	59.8%
Mean	2.1	2.0

2019/2020 vs. 2015 Louisville Visitor Data Tables (continued)

Method of Arrival

	2019/2020	2015
Personal vehicle or rental	74.7%	81.7%
Airplane (SDF)	17.8%	12.2%
Tour bus	4.2%	2.7%
Public bus	0.6%	0.7%
Cruise ship—Riverboat	0.0%	0.1%
Other	2.0%	2.2%

Method of Departure

	2019/2020	2015
Personal vehicle or rental	72.6%	80.3%
Airplane (SDF)	17.1%	11.9%
Tour bus	4.0%	2.7%
Public bus	0.6%	0.6%
Cruise ship--Riverboat	0.1%	0.1%
Other	1.8%	2.1%

Modes of Transportation In-Market

	2019/2020	2015
Personal automobile	71.7%	78.0%
Rental car	18.5%	10.5%
Uber or Lyft	10.9%	2.1%
TARC	1.6%	1.2%
Taxi	1.2%	3.6%
Trolley or Zerobus	0.9%	3.5%
Bicycle	0.3%	0.5%
Pedicab	0.1%	0.1%
Motorcycle	0.0%	0.3%

2019/2020 vs. 2015 Louisville Visitor Data Tables (continued)

Leisure/Personal-Related Group

	2019/2020	2015
Yes	21.0%	26.2%
No	79.0%	73.8%

Leisure/Personal-Related Group: Type of Leisure Group

	2019/2020	2015
Interest or Hobby	27.9%	10.4%
Family Reunion	16.9%	17.1%
Club or other Organization	12.4%	21.4%
Day Trip	10.3%	--
Escorted Tour/Motorcoach	7.7%	3.6%
Bachelor/Bachelorette	5.8%	10.0%
Vacation	4.6%	--
Bourbon	3.5%	--
Family	1.2%	--
School Trip	1.1%	--
Other	13.9%	37.9%
None	4.8%	--

2019/2020 vs. 2015 Louisville Visitor Data Tables (continued)

Activities in Louisville

	2019/2020	2015
Museums	51.9%	40.4%
Dining in restaurants	51.7%	52.9%
Bourbon tasting	43.9%	21.7%
Distillery tour	39.1%	14.2%
Shopping	32.1%	31.7%
Visit a state or local park	17.0%	13.6%
Other festival or special event	16.1%	12.4%
Guided tours	9.7%	7.9%
Urban Bourbon Trail	9.0%	5.9%
Cultural attractions	8.5%	--
Sporting event	7.1%	9.3%

Activities in Louisville (continued)

	2019/2020	2015
Take a river cruise	6.8%	10.5%
Visit a casino	6.0%	2.8%
Hiking	5.8%	2.8%
Historic homes	5.6%	3.4%
Art galleries/art walks	5.1%	--
Performing arts (theater, live music, etc.)	4.6%	5.7%
Biking	2.5%	1.8%
Spa visit or treatment	2.2%	1.8%
Visit a farmer's market	1.8%	2.7%
Bike, Segway or scooter rental	1.7%	1.1%
Other culinary activities	1.5%	1.9%
Golf	1.3%	2.4%

2019/2020 vs. 2015 Louisville Visitor Data Tables (continued)

Daily Spending, Per Travel Party*

	2019/2020	2015
Restaurants (including in your hotel)	\$75.92	\$63.97
Retail store purchases	\$67.43	\$34.28
Entertainment & sightseeing	\$67.41	\$72.85
Hotel/motel/inn (before tax)	\$39.44	\$81.86
Gas, parking and local transportation	\$30.30	\$16.92
Car rental fees	\$10.64	\$6.24
Other	\$1.55	\$4.97
Mean Spending Per Travel Party	\$292.69	\$281.07

Daily Spending, Per Person

	2019/2020	2015
Restaurants (including in your hotel)	\$27.56	\$18.90
Retail store purchases	\$24.48	\$10.13
Entertainment & sightseeing	\$24.47	\$21.53
Hotel/motel/inn (before tax)	\$14.32	\$24.19
Gas, parking and local transportation	\$11.00	\$5.00
Car rental fees	\$3.86	\$1.84
Other	\$0.56	\$1.47
Mean # of People Covered by Spending	2.8	3.4
Mean Spending Per Person	\$106.26	\$83.06

* Note: In 2019/2020, hotel guests spent \$400.57 per travel party, including \$145.62 spent per night on hotel/motel/inn, compared to 2015 hotel guest spending of \$382.86 per travel party, including \$163.70 on hotel/motel/inn.

2019/2020 vs. 2015 Louisville Visitor Data Tables (continued)

Important Factors to Destination Decision*

	2019/2020	2015
Bourbon Country	30.9%	9.5%
Restaurants and cuisine	29.8%	16.9%
Friends or family in the area	28.0%	17.2%
Museums	27.8%	21.8%
Area attractions	27.0%	24.5%
Louisville is family-friendly	18.1%	10.1%
Special event(s) and/or festival(s)	17.5%	15.0%
Shopping opportunities	14.3%	5.1%
Overall ambiance and atmosphere	14.1%	8.2%
Scenic beauty	11.8%	6.8%
Weather	10.8%	5.9%
Louisville's historical attributes	9.9%	4.6%
Social and ethnic diversity	7.7%	2.2%
Good hotel rate	4.9%	2.4%

Important Factors to Destination Decision* (continued)

	2019/2020	2015
Theater or the arts	3.7%	--
Specific attraction	2.4%	33.9
Lifelong desire to visit Louisville	2.2%	1.1
Good deal on airfare	1.8%	0.9
Business	1.8%	--
Business/conference/ work related event	1.2%	--
LGBT-friendly	1.1%	1.5
Zoo	1.1%	--
Day trip	0.5%	--
Riverboat	0.5%	--
Stopping point/passing through	0.5%	--
Funeral	0.2%	--
Wedding	0.2%	--

* Note: In the 2019/2020 study, important factors were updated during survey design and may not directly comparable to 2015.

2019/2020 vs. 2015 Louisville Visitor Data Tables (continued)

Louisville Neighborhoods Visited*

	2019/2020	2015
Museum/Whiskey Row	56.1%	--
Old Louisville	37.2%	23.7%
South Fourth Street	30.8%	--
East Louisville	20.5%	15.0%
Southern Indiana	14.7%	8.7%
Highlands/Germantown	13.2%	8.8%
Nulu	10.2%	--
Scenic South Point/South Louisville	9.4%	4.4%
Butchertown	8.7%	--
West Louisville	4.3%	--
Crescent Hill/Clifton	2.9%	--
Portland	2.0%	1.3%

Louisville Neighborhoods Shopped*

	2019/2020	2015
Museum/Whiskey Row	28.3%	--
South Fourth Street	17.6%	--
East Louisville	17.4%	9.1%
Old Louisville	12.2%	6.9%
Southern Indiana	6.1%	3.0%
Highlands/Germantown	3.3%	2.2%
Scenic South Point/South Louisville	3.2%	0.9%
Nulu	3.0%	--
Butchertown	1.4%	--
West Louisville	0.9%	--
Portland	0.8%	0.3%
Crescent Hill/Clifton	0.6%	--

Louisville Neighborhoods Dined*

	2019/2020	2015
Museum/Whiskey Row	28.7%	--
South Fourth Street	24.1%	--
Old Louisville	13.6%	8.9%
East Louisville	13.2%	7.8%
Southern Indiana	8.2%	5.3%
Highlands/Germantown	5.5%	4.7%
Nulu	3.7%	--
Scenic South Point/South Louisville	3.0%	2.0%
Butchertown	2.8%	--
West Louisville	1.6%	--
Crescent Hill/Clifton	1.1%	--
Portland	1.0%	0.5%

* Note: In the 2019/2020 study, neighborhoods were updated during survey design and may not directly comparable to 2015.

2019/2020 vs. 2015 Louisville Visitor Data Tables (continued)

Southern Indiana Communities Visited

	2019/2020	2015
New Albany	51.1%	Not asked
Jeffersonville	47.0%	Not asked
Clarksville	25.8%	Not asked
Charlestown	6.6%	Not asked
Floyd Knobs	5.5%	Not asked
Sellersburg	5.4%	Not asked
Georgetown	3.9%	Not asked
Henryville	2.3%	Not asked
Borden	1.5%	Not asked
Visited at least one Southern In Community	24.2%	Not asked

Attractions Visited During Trip

	2019/2020	2015
Mean	2.1	2.1

Bourbon Country Distilleries Visited During Trip

	2019/2020	2015
Mean	1.6	0.7

2019/2020 vs. 2015 Louisville Visitor Data Tables (continued)

Attractions Visited*

	2019/2020	2015
Louisville Slugger Museum & Factory	27.7%	25.5%
Fourth Street Live!	25.3%	15.4%
Kentucky Science Center	19.4%	15.1%
Churchill Downs	19.0%	21.9%
Angel's Envy Distillery	18.9%	--
Big Four Pedestrian Bridge	18.8%	6.8%
Louisville Zoo	17.0%	17.9%
Muhammad Ali Center	15.4%	12.4%
Old Forester Distillery	14.9%	--
Evan Williams Bourbon Experience	14.3%	12.2%
Jim Beam Urban Stillhouse	13.6%	--
Kentucky Derby Museum	13.2%	12.3%
Rabbit Hole Distillery	12.6%	--
Peerless Distillery	12.0%	--
Frazier History Museum	11.6%	4.3%
Louisville Slugger Field	9.8%	7.9%

Attractions Visited* (continued)

	2019/2020	2015
Bulleit Frontier Whiskey Experience	9.5%	--
Belle of Louisville/Mary M. Miller	9.4%	7.9%
Copper & Kings Distillery	9.4%	--
Outlet Shoppes of the Bluegrass	8.5%	3.4%
Louisville Mega Cavern	8.4%	11.3%
Speed Art Museum	5.3%	1.7%
Kentucky Kingdom	4.3%	16.1%
Michter's Fort Nelson Distillery	4.2%	--
Kentucky Museum of Art & Craft	3.0%	1.5%
Louisville Glassworks	2.8%	2.5%
Actors Theatre of Louisville	2.5%	1.3%
Louisville Visitor Center	2.4%	4.3%
The Kentucky Center for the Performing Arts	1.8%	2.3%
Louisville Stoneware	0.9%	0.9%
American Printing House for the Blind	0.2%	0.3%

* Note: In the 2019/2020 study, attractions were updated during survey design and may not directly comparable to 2015.

2019/2020 vs. 2015 Louisville Visitor Data Tables (continued)

Planning Resources Used Before Arrival

	2019/2020	2015
Social Media Content	27.4%	12.2%
User-generated content/reviews websites	21.2%	15.8%
Official Louisville Visitors website	21.0%	13.6%
BourbonCountry.com	12.7%	4.1%
Online travel agencies	8.2%	9.3%
Official Louisville Visitors Guide	4.1%	3.0%
Travel guidebooks or brochures	3.9%	5.9%
YouTube or other online videos	2.5%	2.1%
Travel agency	2.3%	1.6%
Travel-related email newsletter	0.9%	1.1%
CulinaryLouisville.com	0.1%	0.8%

Planning Resources Used In-Market

	2019/2020	2015
Social Media Content	23.8%	10.0%
User-generated content/reviews websites	16.8%	8.9%
Official Louisville Visitors website	14.5%	4.3%
BourbonCountry.com	7.2%	1.6%
Online travel agencies	5.6%	3.2%
Travel guidebooks or brochures	5.5%	5.7%
Official Louisville Visitors Guide	3.5%	1.8%
YouTube or other online videos	2.0%	1.0%
Travel-related email newsletter	1.5%	0.7%
Travel agency	1.1%	0.9%
CulinaryLouisville.com	0.1%	0.1%

2019/2020 vs. 2015 Louisville Visitor Data Tables (continued)

Most Liked Aspects of Louisville (Unaided)

	2019/2020	2015
Friendly/locals	11.8%	10.8%
Bourbon	9.0%	3.6%
Lots to do	7.3%	22.5%
Family-friendly	4.8%	--
Attractions	4.8%	--
Dining	4.1%	7.7%
Accessibility	3.6%	7.9%
Museums	3.5%	9.1%
Scenery	3.3%	4.9%
History	3.2%	3.7%
Weather	2.7%	--
Atmosphere	2.4%	8.8%
Everything	2.3%	--
Louisville Zoo	1.9%	--

Least Liked Aspects of Louisville (Unaided)

	2019/2020	2015
Traffic	24.7%	30.2%
Nothing	24.0%	22.8%
Weather	12.0%	6.3%
Parking	6.6%	3.9%
Having to leave	3.2%	--
Crime	2.9%	4.1%
Construction	2.6%	14.8%
Homeless	2.0%	--
Distance	1.8%	--
Lack of time	1.4%	--
Expensive	1.2%	1.2%
Parking Meters	1.1%	--

2019/2020 vs. 2015 Louisville Visitor Data Tables (continued)

Return to Louisville

	2019/2020	2015
Yes	98.1%	97.7%
No	1.9%	2.3%

Gender

	2019/2020	2015
Female	57.4%	56.7%
Male	39.3%	41.3%
I prefer not to answer	3.3%	2.0%

Age

	2019/2020	2015
Under 21	2.1%	3.9%
21 to 34	25.3%	26.1%
35 to 44	28.8%	23.0%
45 to 54	17.8%	18.9%
55 to 64	13.3%	15.5%
65 or older	8.7%	10.7%
I prefer not to answer	4.0%	1.9%
Mean	42.9	43.4

2019/2020 vs. 2015 Louisville Visitor Data Tables (continued)

Income

	2019/2020	2015
Less than \$15,000	3.0%	2.2%
\$15,000 to \$49,999	12.7%	15.8%
\$50,000 to \$74,999	21.5%	17.9%
\$75,000 to \$99,999	16.1%	14.4%
\$100,000 to \$149,999	14.1%	14.1%
\$150,000 to \$199,999	5.7%	6.5%
\$200,000 or more	6.2%	5.2%
I prefer not to answer	20.6%	24.0%
Mean	\$90,915	\$89,978

Marital Status

	2019/2020	2015
Married	42.2%	36.7%
Married with children under 18	21.6%	24.0%
Single	23.3%	26.3%
Single with children under 18	4.0%	4.2%
Domestic partnership	2.3%	1.7%
Domestic partnership with children under 18	0.6%	0.5%
Other	0.6%	2.3%
I prefer not to answer	5.4%	4.3%

LGBTQ

	2019/2020	2015
Heterosexual	83.4%	87.3%
LGBTQ	4.8%	2.6%
I prefer not to answer	11.8%	10.1%

2019/2020 vs. 2015 Louisville Visitor Data Tables (continued)

Ethnicity

	2019/2020	2015
Caucasian	73.7%	81.8%
Black, African-American	10.6%	8.7%
Asian, Pacific Islander	4.3%	2.0%
Latino/Hispanic	3.6%	2.2%
Native American, Aleut, Eskimo	0.7%	0.6%
Other	1.6%	1.0%
I prefer not to answer	5.6%	4.4%

Point of Origin: Country of Residence

	2019/2020	2015
United States	97.1%	96.8%
Canada	0.4%	1.5%
United Kingdom	0.4%	0.3%
Australia	0.3%	0.3%
Other	1.5%	1.1%

Point of Origin: Top States of Residence

	2019/2020	2015
Kentucky	20.1%	28.8%
Indiana	19.8%	22.1%
Ohio	7.5%	7.4%
Tennessee	5.7%	4.5%
Michigan	3.8%	2.8%
Texas	3.4%	2.1%
Georgia	3.4%	--
Illinois	3.2%	3.7%
Florida	3.0%	3.0%
Missouri	2.8%	--
California	2.8%	1.5%
North Carolina	2.5%	--
Virginia	2.4%	1.9%

2019/2020 vs. 2015 Louisville Visitor Data Tables (continued)

Point of Origin: Top MSAs of Residence

	2019/2020	2015
Indianapolis, IN	7.6%	10.3%
Lexington, KY	5.2%	9.6%
Cincinnati, OH-KY-IN	5.0%	5.2%
Atlanta, GA	3.8%	1.5%
Chicago, IL	3.7%	5.2%
Nashville, TN	3.3%	4.3%
Detroit, MI	3.3%	1.8%
Columbus, OH	2.9%	3.4%
St. Louis, MO-IL	2.9%	1.8%
Memphis, TN-AR-MS	2.7%	--
Washington, DC-MD-VA	1.9%	1.5%
Dallas-Fort Worth, TX	1.9%	--
Denver-Boulder, CO	1.5%	--
Los Angeles-Long Beach, CA	1.5%	--