

# Chattanooga Domestic Visitation Highlights & American Traveler Sentiment

---

ANNA BLOUNT  
NOVEMBER '21





# WHO WE ARE

Established in 1978 as a  
market research  
consultancy

Headquartered in  
Columbus, OH  
and Toronto, ON

Focused in  
tourism since  
1985

Working with over  
150 Destinations  
and Brands

The logo for Longwoods International. The word "Longwoods" is in a large, blue, sans-serif font. The letter "o" in "Long" is replaced by a stylized globe icon with a green leaf-like shape above it. Below "Longwoods", the word "INTERNATIONAL" is written in a smaller, green, all-caps, sans-serif font.



## AGENDA

- Chattanooga Domestic Visitation Highlights
- Traveler Sentiment & Future Indicators
- Questions

# Chattanooga Travel USA® 2020 Database



# 706

2020 Chattanooga  
overnight & day trips

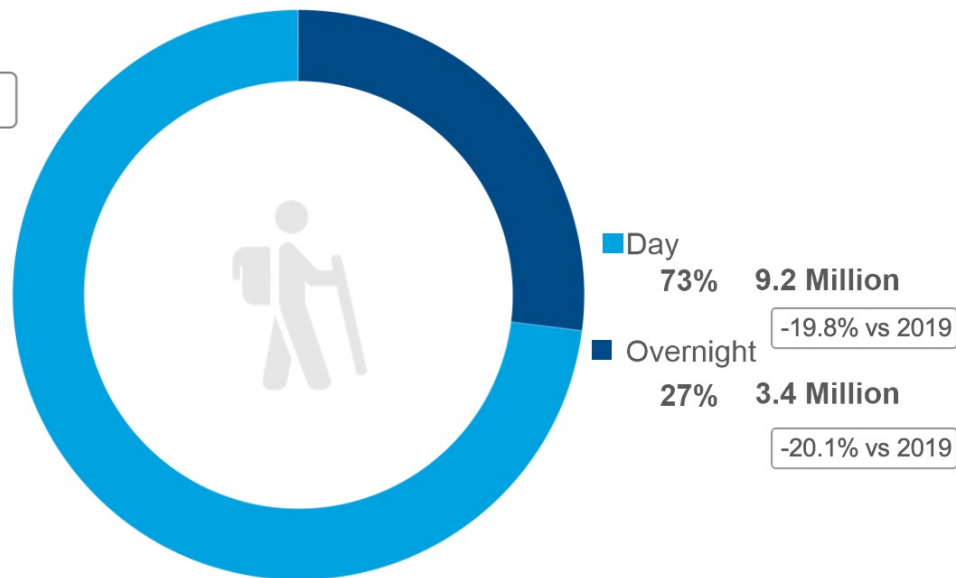


# 2020 Chattanooga Overnight Trips Size of Domestic Visitation Market

Total Person-Trips

**12.6 Million**

-19.9% vs. last year



# 2020 Chattanooga Overnight Trips

## Main Purpose of Trip



37%

Visiting friends/ relatives



16%

Touring



10%

Outdoors



7%

City trip



6%

Special event



2%

Conference/  
Convention



5%

Other business trip



7%

Business-Leisure

- 5 pts

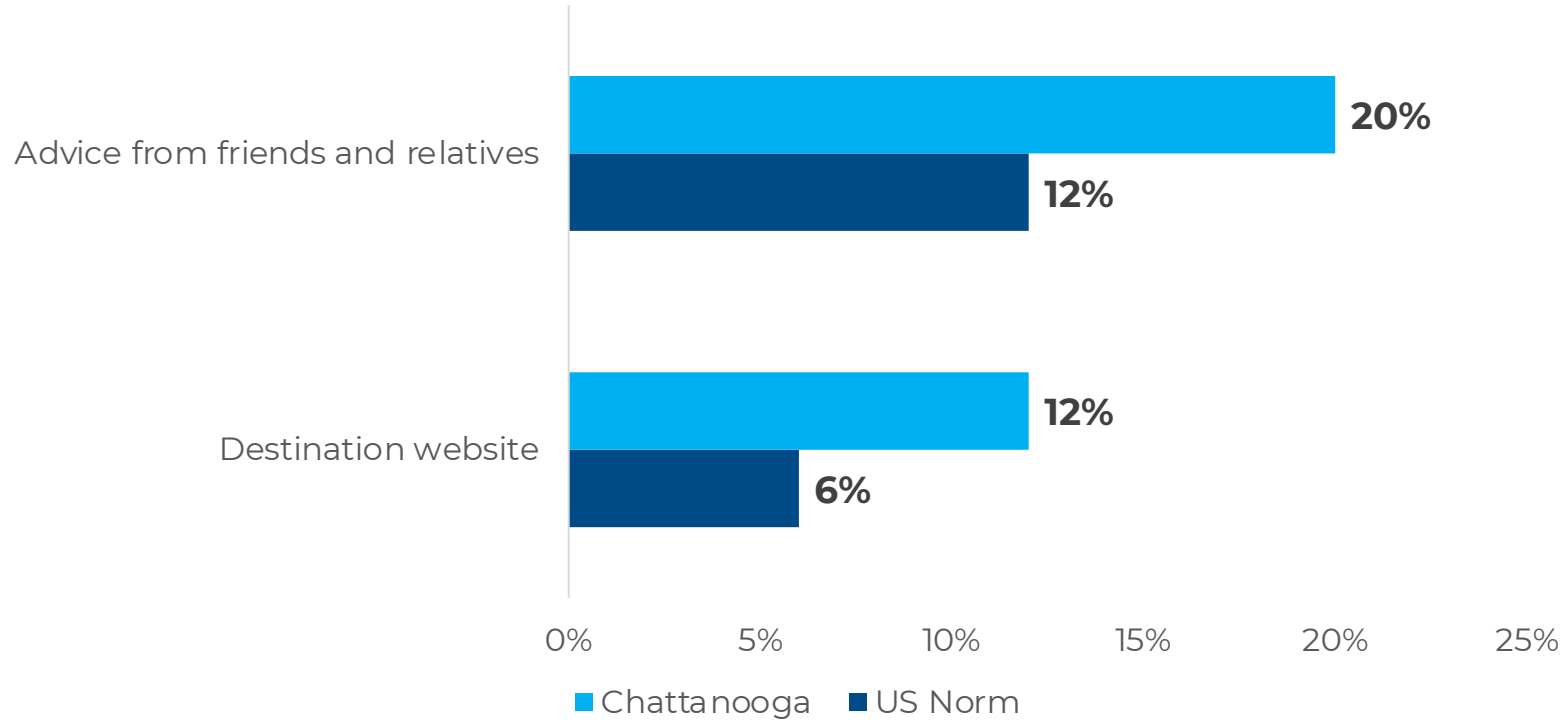
vs 2019

+ 4 pts

vs 2019



# 2020 Chattanooga Overnight Trips Trip Planning Information Sources



# 2020 Chattanooga Overnight Trips Activity Categories

## Outdoor Activities



**59%**

**U.S. Norm: 48%**

## Cultural Activities



**42%**

**U.S. Norm: 26%**

## Entertainment Activities



**68%**

**U.S. Norm: 53%**



# Chattanooga Overnight Trips Activities



Sightseeing

31%



Attending celebration 14%



Shopping

30%



Hiking/backpacking 14%



Landmark/historic site 28%



Museum 14%



National/state park 19%



Aquarium 14%



Local park/playground 16%



Swimming 13%



# 2020 Chattanooga Overnight Trips Food Types on Trip



	Chattanooga	U.S. Norm
Unique/local food	50%	40%



Fine/upscale dining	26%	20%
---------------------	-----	-----

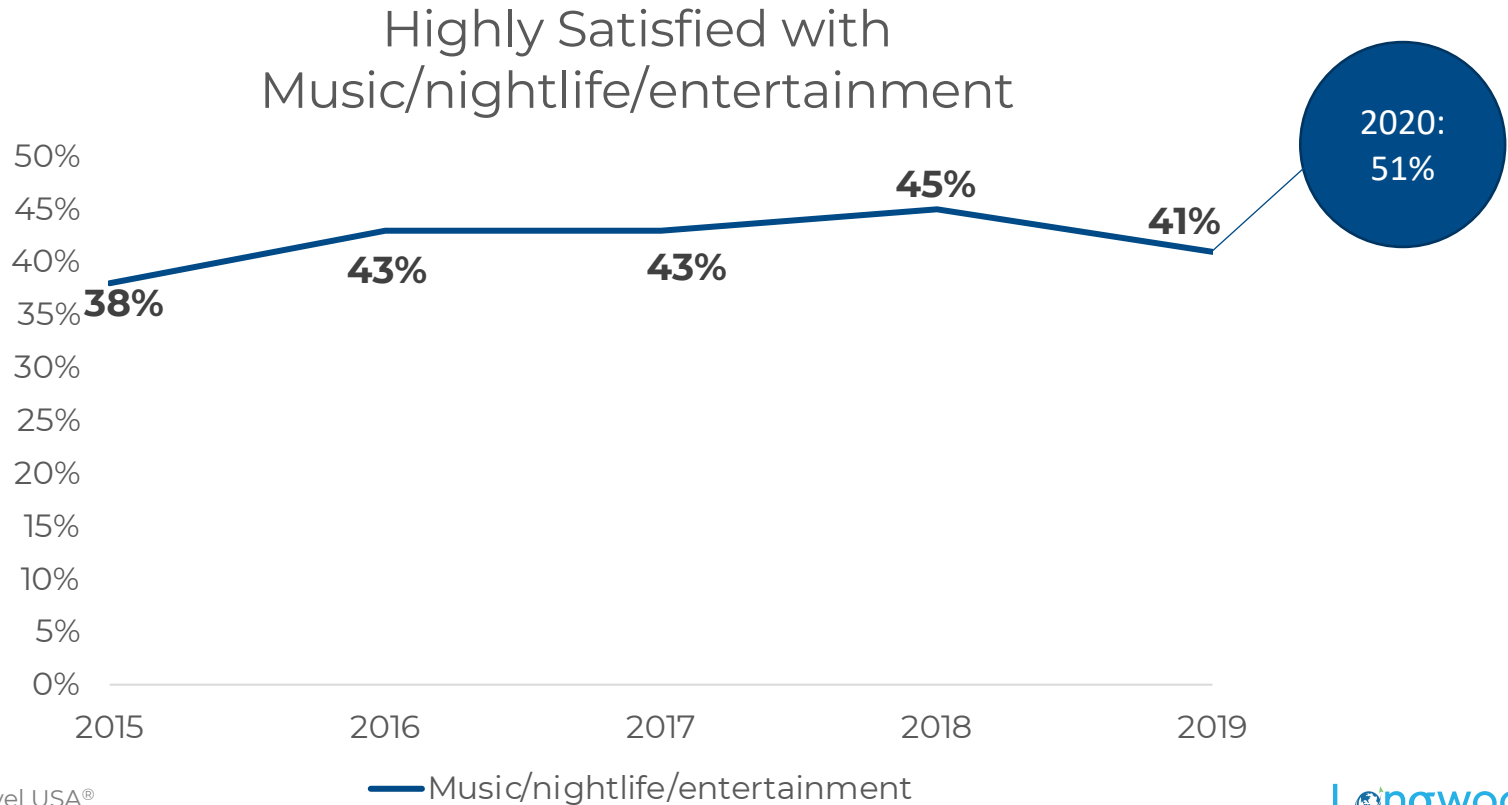


Street food/food trucks	23%	19%
-------------------------	-----	-----

2020 Longwoods Travel USA®



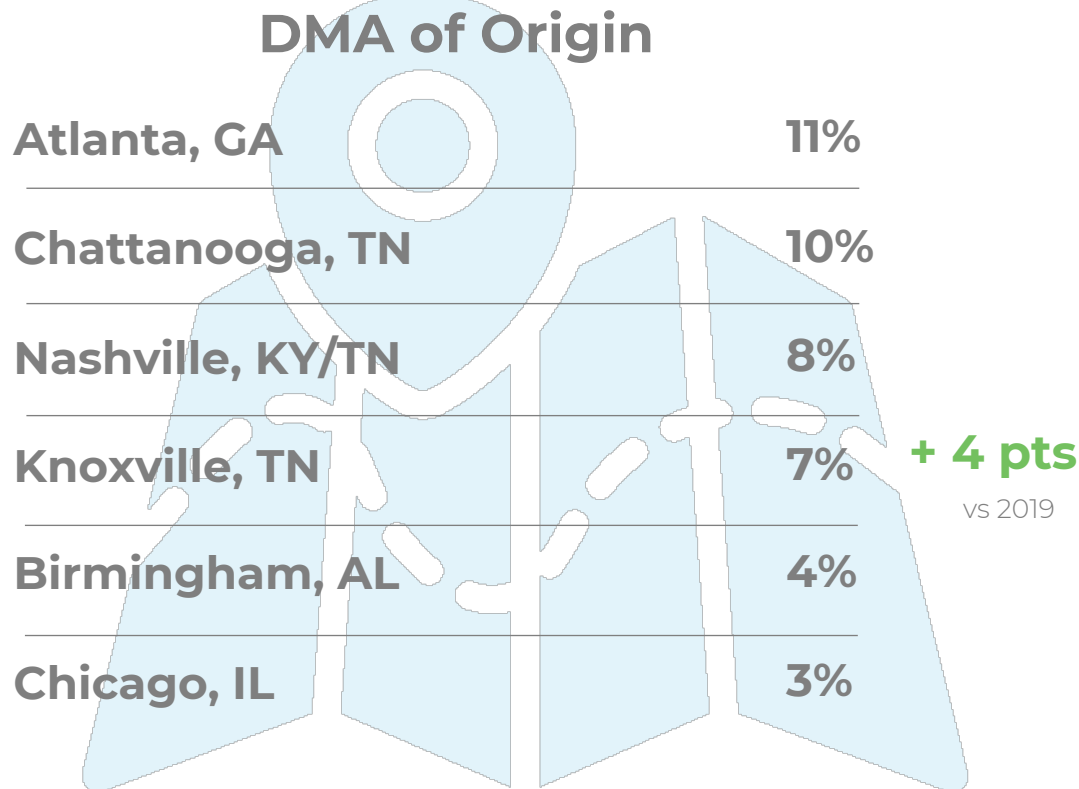
# 2020 Chattanooga Overnight Trips Satisfaction by Category



2020 Longwoods Travel USA®

Please note that in 2020 a NA option was added as a response option for this variable.

# 2020 Chattanooga Overnight Trips Origin Markets

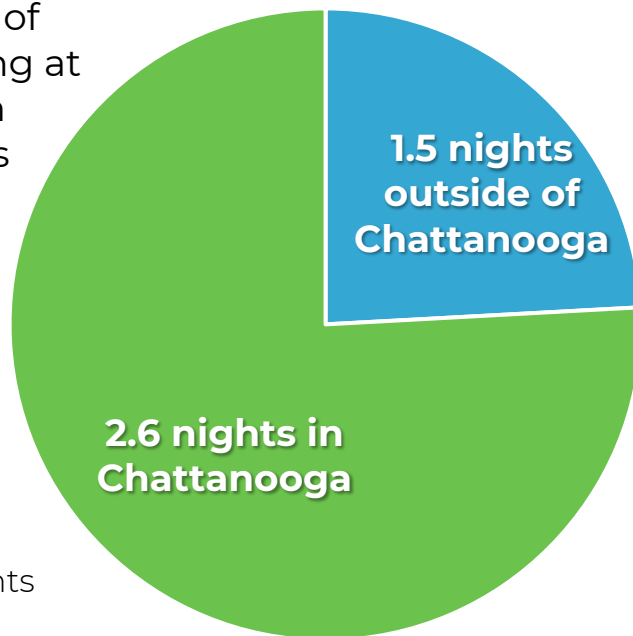




# 2020 Chattanooga Overnight Trips Length of Stay & Hotel/Motel Share

## Average Length of Trip: 4.1 Nights

On average, **62%** of each trip including at least one night in Chattanooga was spent there.



**+ 0.5 days**

from 2017's 2.1 nights

**68%**

**of 2020 overnight visitors  
to Chattanooga have  
visited before in the past  
12 months**

**+ 20 pts**

vs U.S. norm

# 2020 Chattanooga Overnight Trips Repeat Visitation & Satisfaction



49%

**of 2020 overnight visitors  
to Chattanooga have  
visited before in the past  
12 months**

71%

**of 2020 overnight visitors to  
Chattanooga have  
visited before in the past 12  
months**

57%

2015

46%

H1 2021

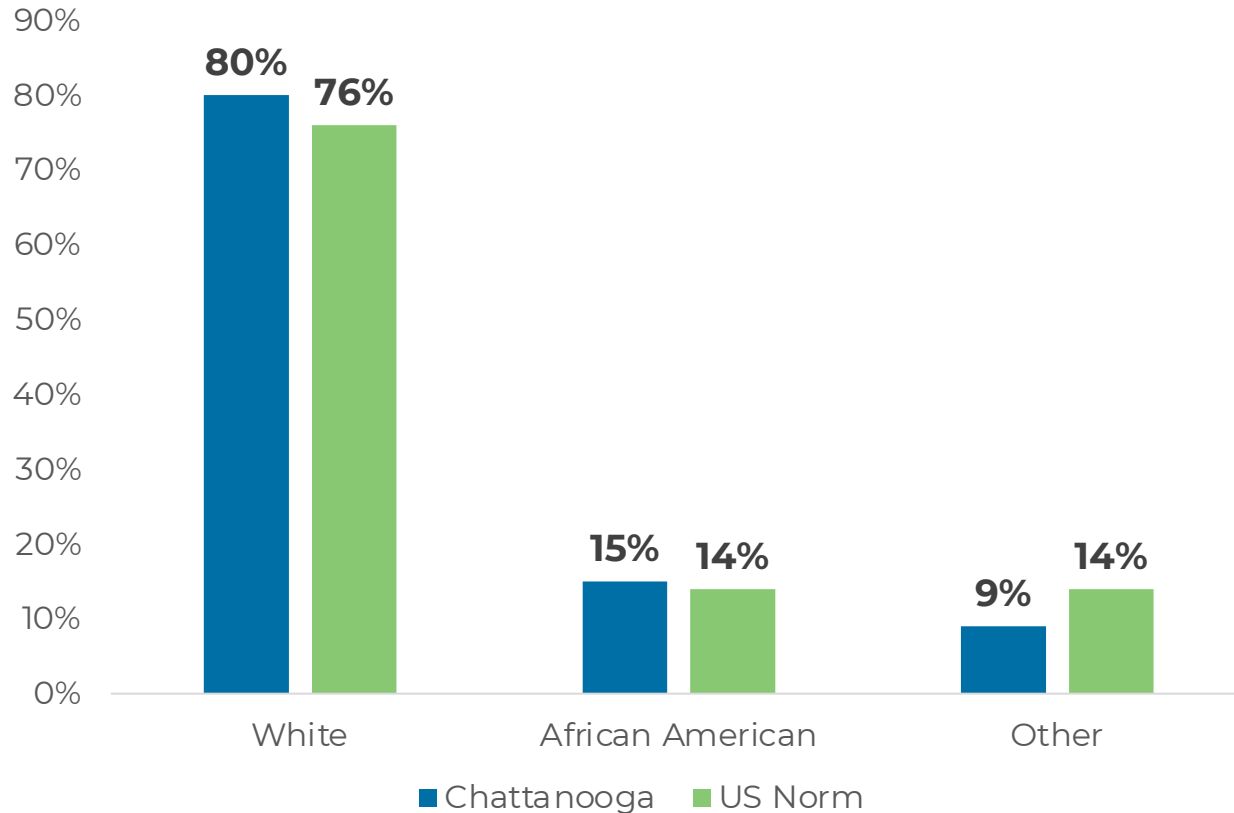
70%

2015

69%

H1 2021

# 2020 Chattanooga Overnight Trips Race



# Key Takeaways

---

## Friends & Relatives

VFR is the main purpose of over 1/3 of Chattanooga's overnight trips, and advice from friends and relatives is Chattanooga's biggest travel influencer – your residents are your brand ambassadors.

## Outdoors & Culture

The combination of outdoor and cultural activities Chattanooga offers is registering with travelers, as these activities dominate the top 10.

## Longer Trips & Hotels/Motels

The 2.6 days average trip length is a half a day longer than 2017's 2.1 days. Additionally, hotels and motels dominate Chattanooga's accommodation market, outperforming the U.S. norm.

## Music & Unique Local Food

Not only are half of visitors trying Chattanooga's unique and local foods, but satisfaction with the city's music and nightlife scene is growing.





EST. MARCH 2020

# COVID-19 American Travel Sentiment Study Wave 49: October 27<sup>th</sup>

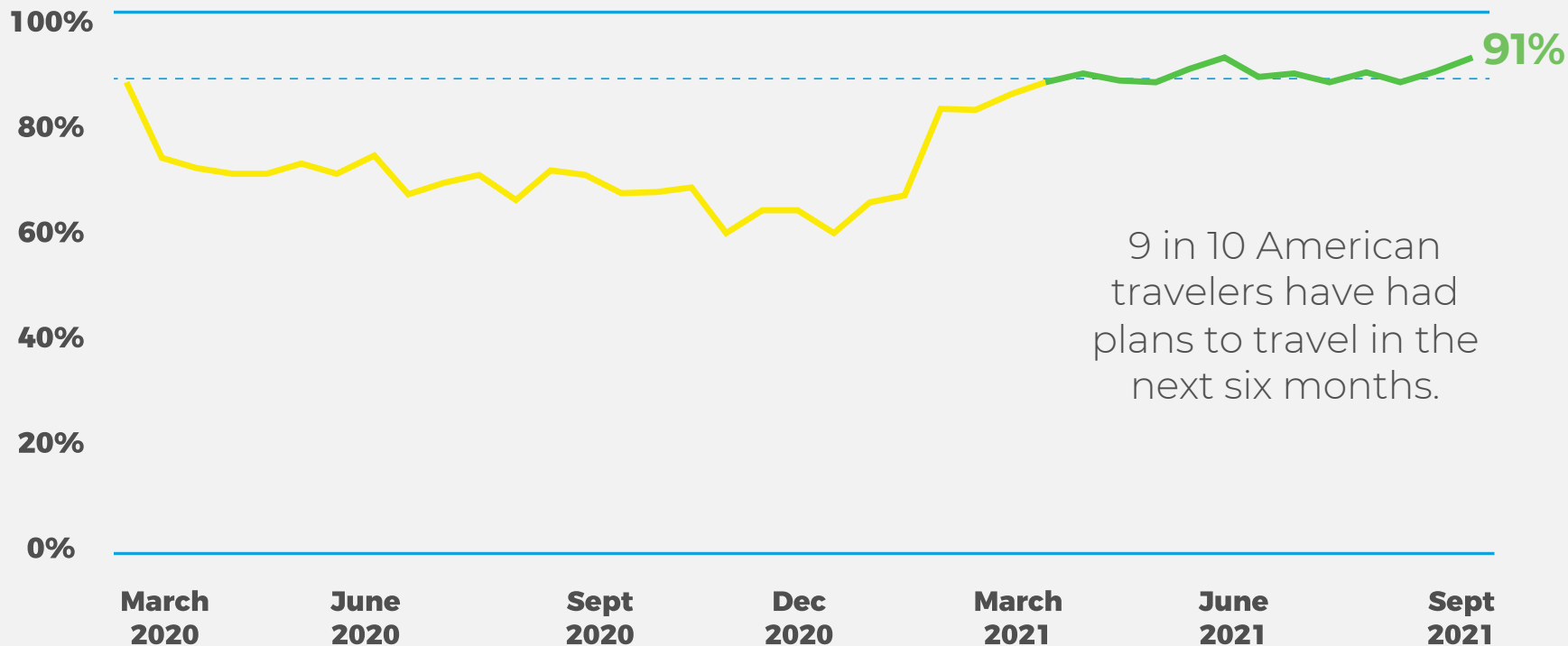
---

1. Understand the resident as the traveler for the first time
2. Provide valuable insights to this industry to navigate the pandemic and power the recovery

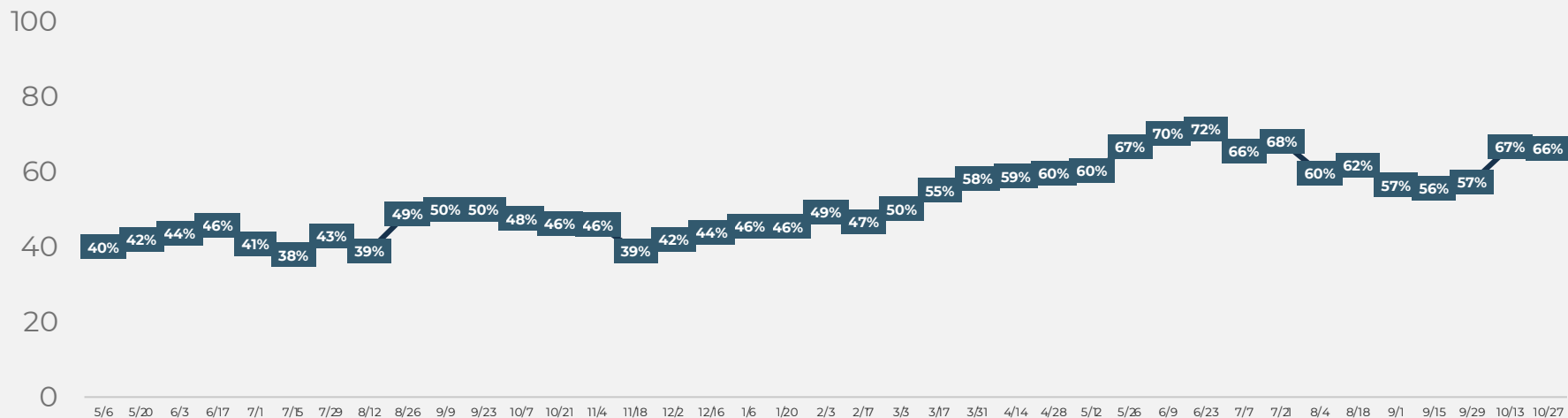
**miles**  
PARTNERSHIP

| **Longwoods**  
INTERNATIONAL

# Do Americans intend to travel?



# 2/3rds of travelers now feel safe traveling outside of their communities



# COVID-19 is still influencing travel decisions

**28%** are choosing drive rather than fly destinations

**27%** are reducing the numbers of trips they'll take

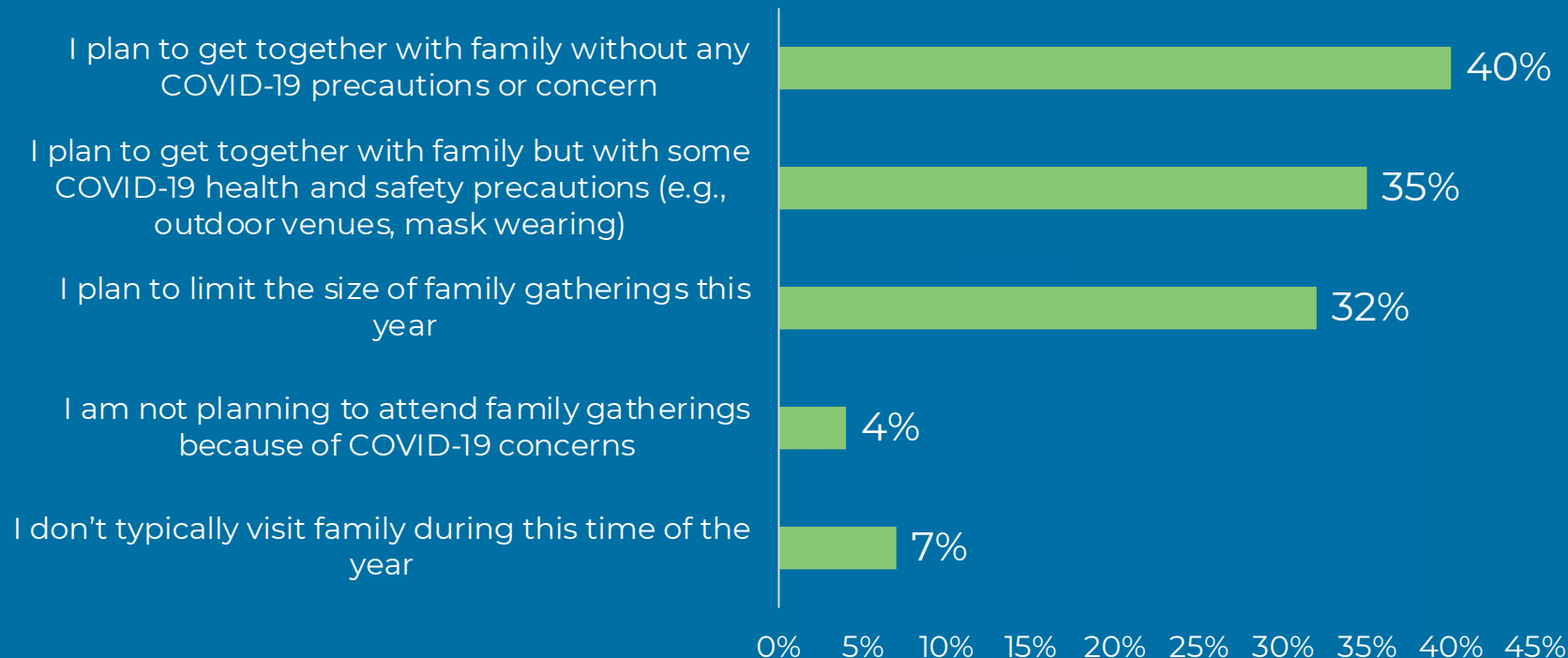
**16%** are choosing rural over city destinations

Only **6%** are canceling trips





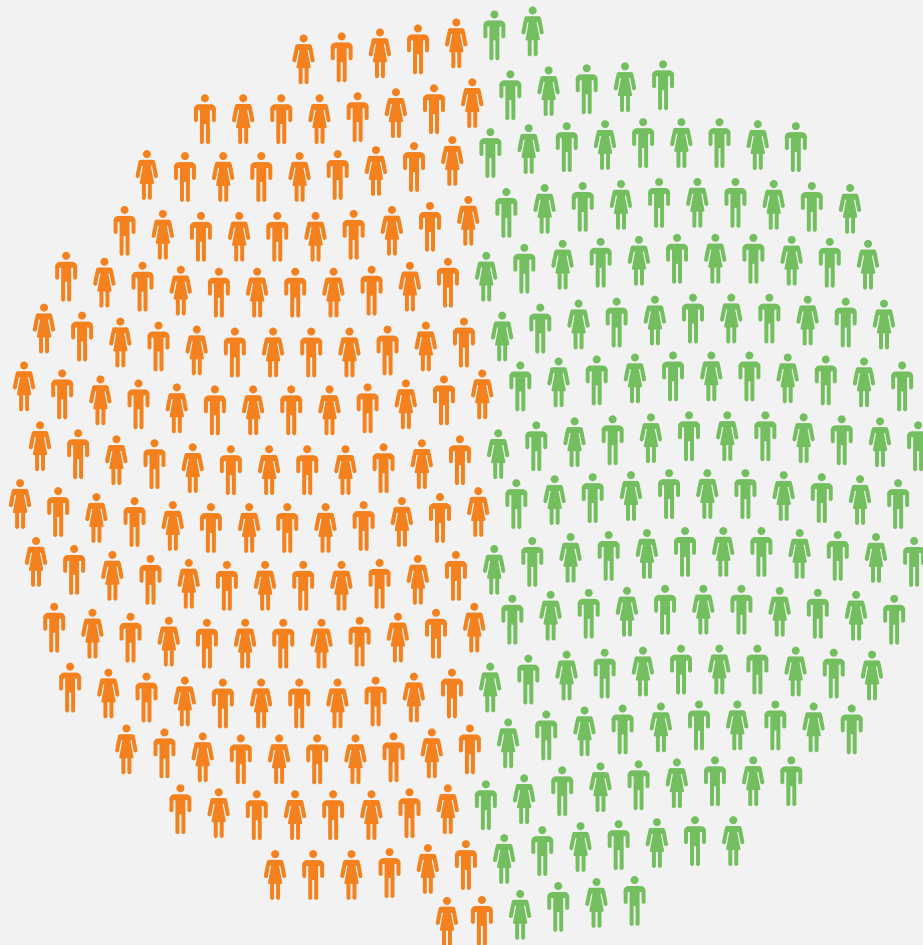
# Travelers are Planning to Gather with Family this Fall/Winter Season



# Americans are split on the importance of clear health & safety protocols

44%

NO restrictions  
are important



51%

Clear health and  
safety protocols  
at a destination  
are important

43%

Mask wearing  
requirements  
are important

## Support for opening communities to visitors is key

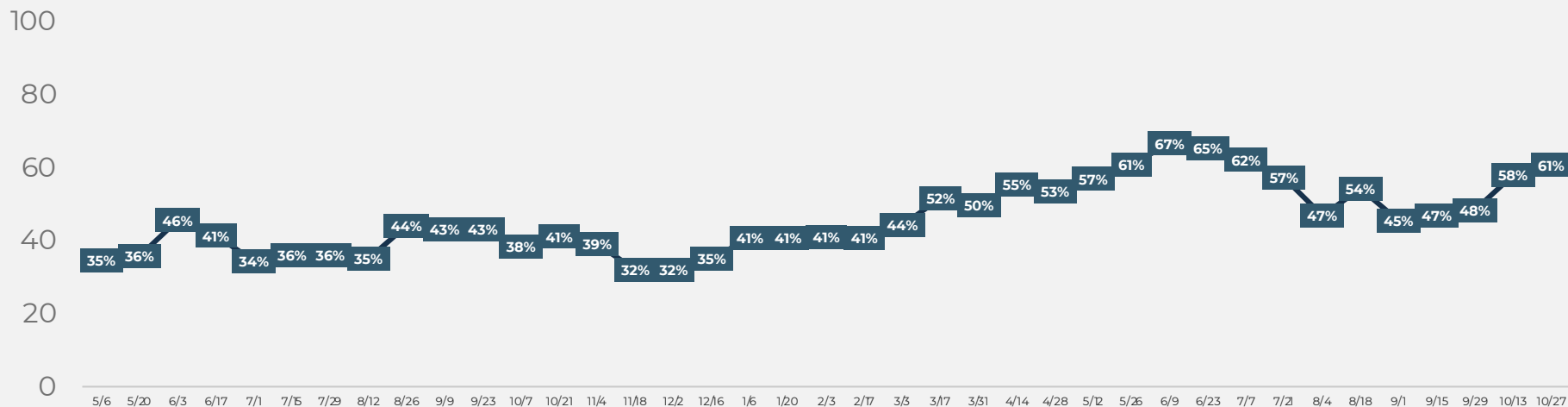
**36%**  
**March**



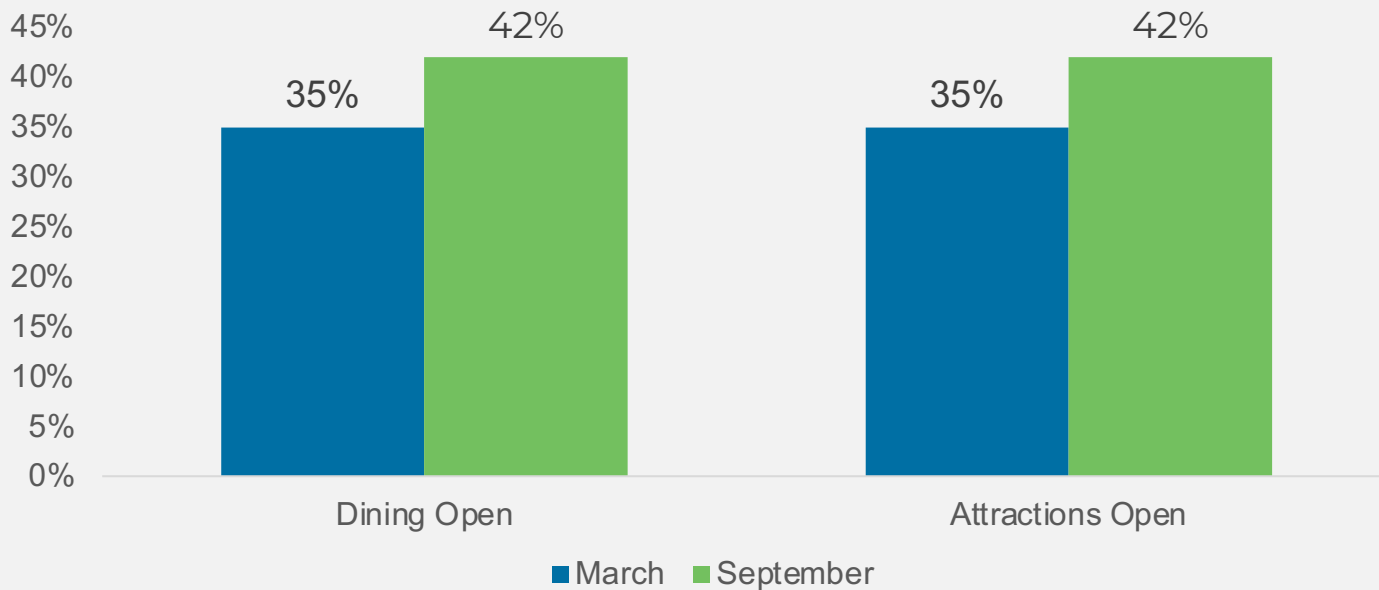
**40%**  
**Sept**

Feeling welcome  
in the destination

# Welcoming visitors into our communities had been wavering, but now 61% support this



## Compared to earlier this year, the availability of attractions and dining are important





# Key Takeaways

---

## Traveling Again

Nine in ten Americans intend to travel during the next 6 months, with two-thirds feeling safe to travel outside their communities right now.

## Americans Divided

Over four in ten travelers want no COVID-19 restriction or strong mask mandates. Focus on clearly communicating local requirements so travelers are prepared.

## COVID-19 Impacts

Some travelers are still taking fewer trips and selecting drive locations over fly. But less than 1 in 10 are actually cancelling trips now because of COVID-19.

## Welcome & Open

Travelers want to visit places where they feel welcome and whose restaurants and attractions is open for their business.



# Thank You!

**Anna Blount**

Senior Director

[ablount@longwoods-intl.com](mailto:ablount@longwoods-intl.com)

[longwoods-intl.com](http://longwoods-intl.com)



arblount