



## Travel USA Visitor Profile



2022

## Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- This report provides an overview for Cincinnati's domestic tourism business in 2022.

## Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Cincinnati, the following sample was achieved in 2022:



Overnight Base Size

843



Day Base Size

492

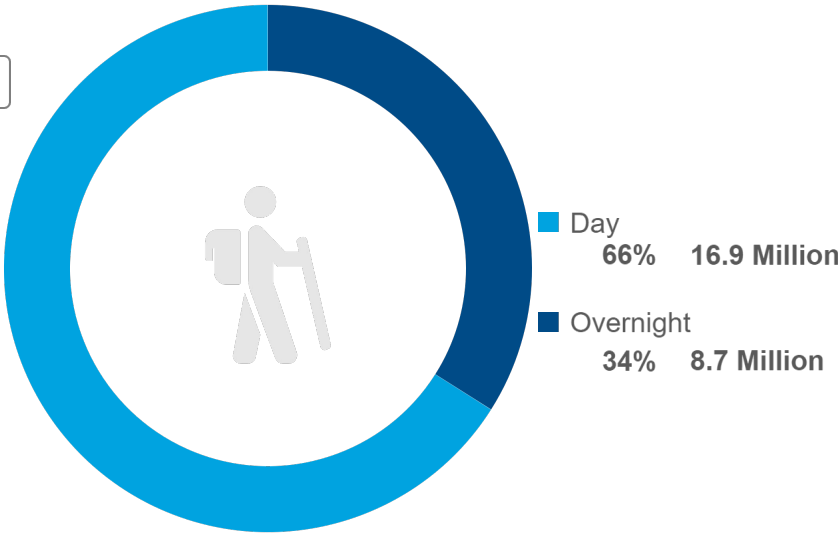
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

## Total Size of Cincinnati 2022 Domestic Travel Market

Total Person-Trips

### 25.5 Million

+11.0% vs. last year

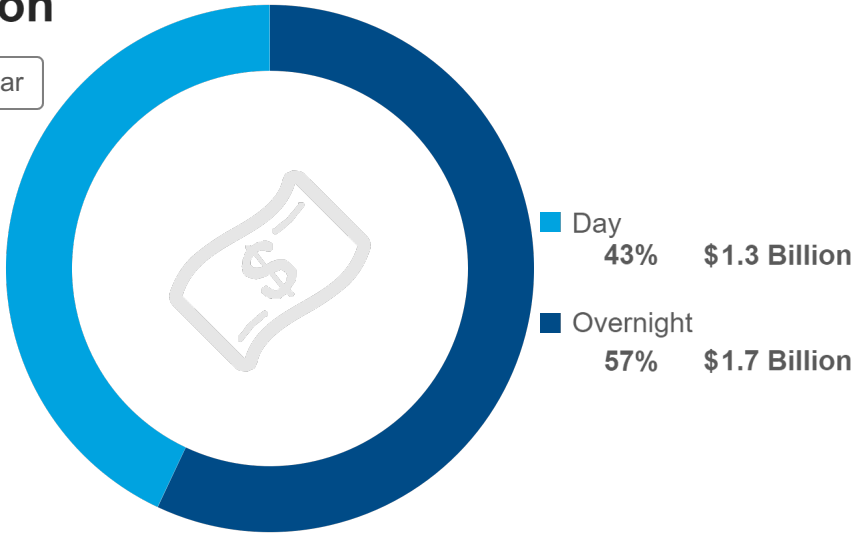


## Total Expenditures for Cincinnati 2022 Domestic Travel Market

Total Spending

### \$ 3.0 Billion

+27.7% vs. last year





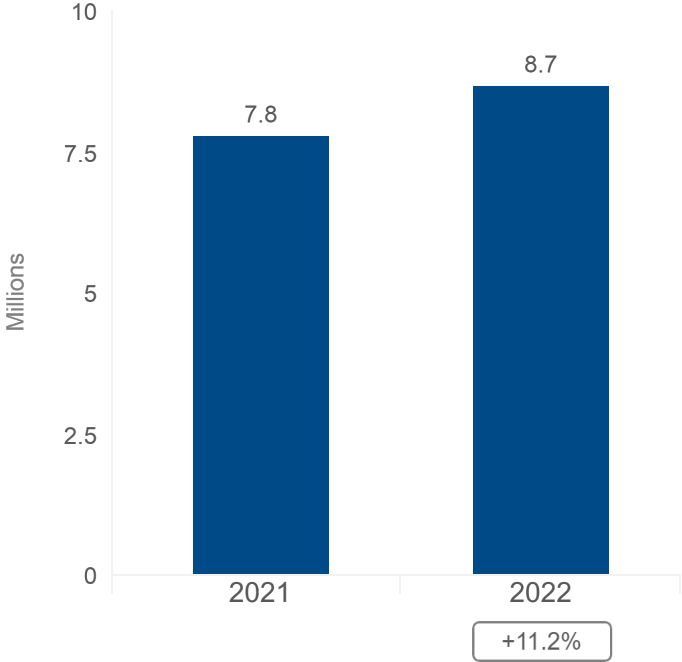
# Travel USA Visitor Profile

Overnight Visitation



2022

## Overnight Trips to Cincinnati



## Past Visitation to Cincinnati

**74%** of overnight travelers to Cincinnati are repeat visitors

**52%** of overnight travelers to Cincinnati had visited before in the past 12 months

## Domestic Overnight Expenditures - by Sector

Total Spending  
**\$ 1.693 Billion**

+28.0% vs. last year



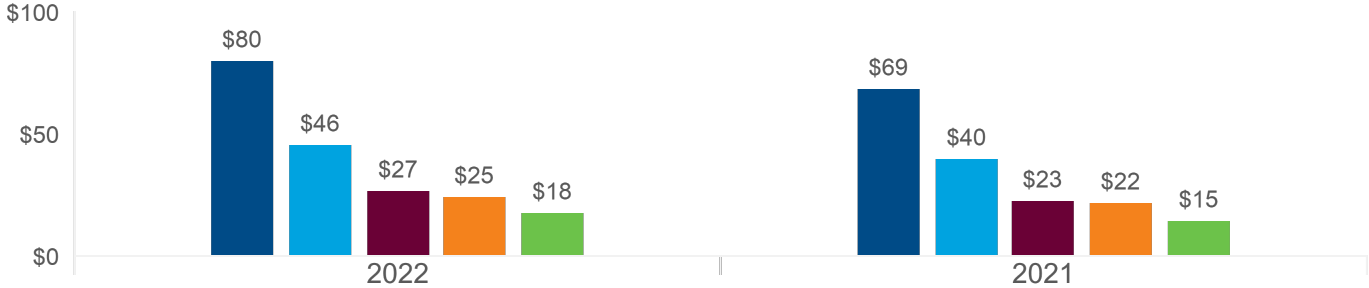
Lodging	41%	\$695 Million
Transportation at Destination	9%	\$153 Million
Restaurant Food & Beverage	23%	\$395 Million
Retail Purchase	13%	\$218 Million
Recreation/Entertainment	14%	\$232 Million

vs. last year
+29.0%
+35.0%
+25.7%
+25.6%
+27.2%

## Average Per Person Per Trip Expenditures on Domestic Overnight Trips - by Sector

**Average Per Person Per Trip: \$195**

Last year: \$170













**Average Per Person Per Trip:**  
 Leisure \$182

■ Lodging 
 ■ Restaurant food & beverage 
 ■ Recreation/ Sightseeing/ Entertainment 
 ■ Retail Purchase 
 ■ Transportation at Destination

# Cincinnati's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

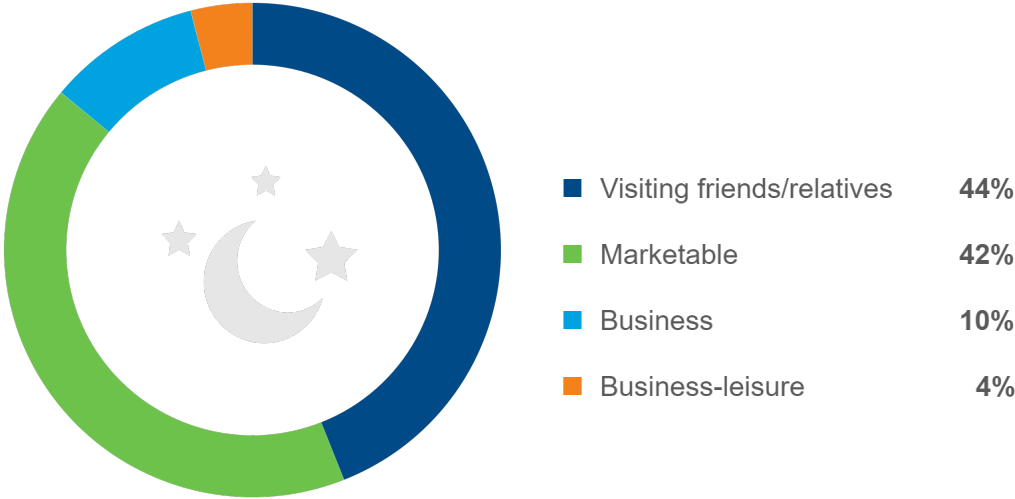
## Main Purpose of Trip

 <b>44%</b> Visiting friends/ relatives	
 <b>12%</b> Special event	 <b>2%</b> Conference/ Convention
 <b>7%</b> Theme park	
 <b>7%</b> Touring	 <b>8%</b> Other business trip
 <b>6%</b> City trip	
 <b>5%</b> Outdoors	
 <b>3%</b> Casino	 <b>4%</b> Business-Leisure
 <b>1%</b> Cruise	

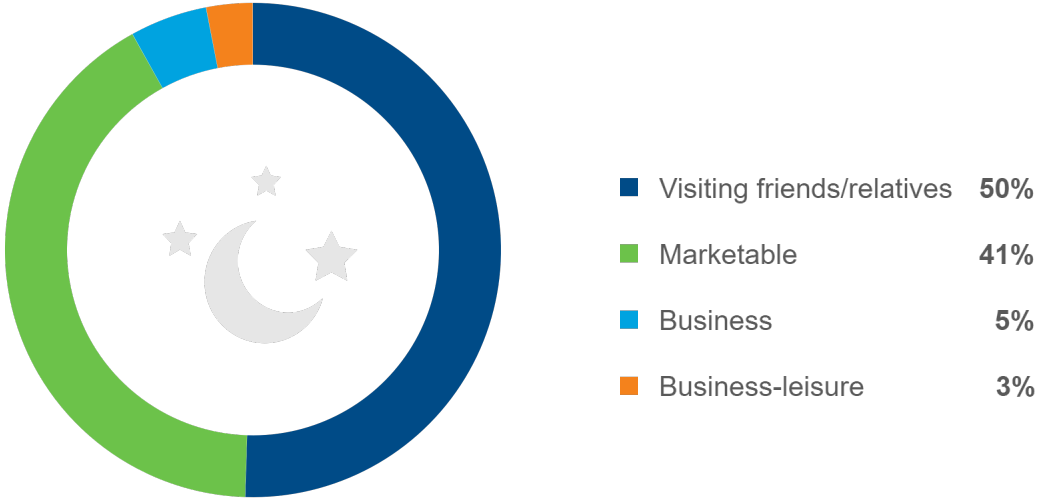
## Main Purpose of Leisure Trip

	2022	2021
Visiting friends/ relatives	<b>44%</b>	<b>50%</b>
Special event	<b>12%</b>	<b>9%</b>
Theme park	<b>7%</b>	<b>6%</b>
Touring	<b>7%</b>	<b>6%</b>
City trip	<b>6%</b>	<b>10%</b>
Outdoors	<b>5%</b>	<b>5%</b>
Casino	<b>3%</b>	<b>3%</b>
Cruise	<b>1%</b>	<b>1%</b>

### 2022 Cincinnati Overnight Trips



### Last Year's Cincinnati Overnight Trips

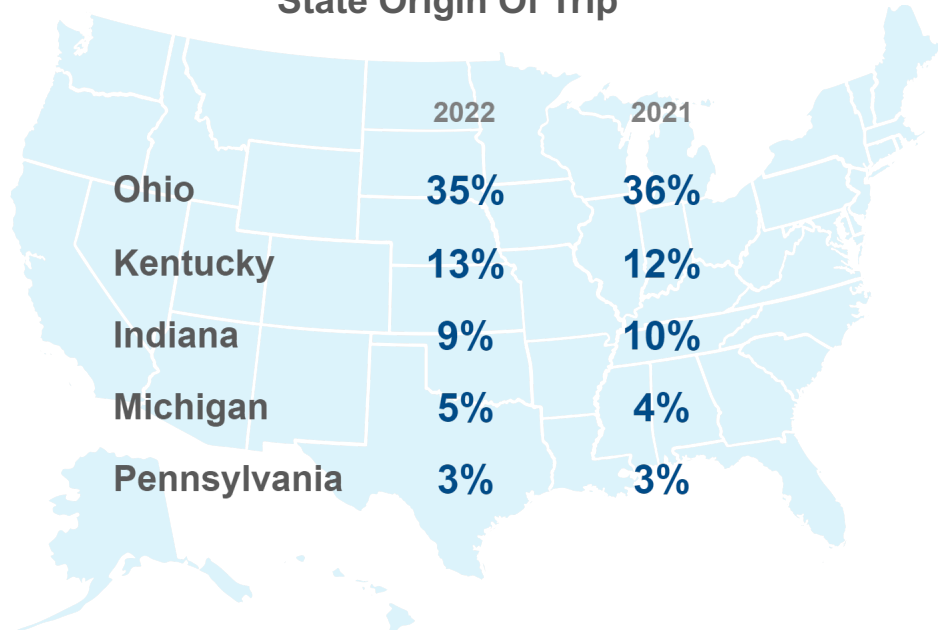




# Cincinnati's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

## State Origin Of Trip



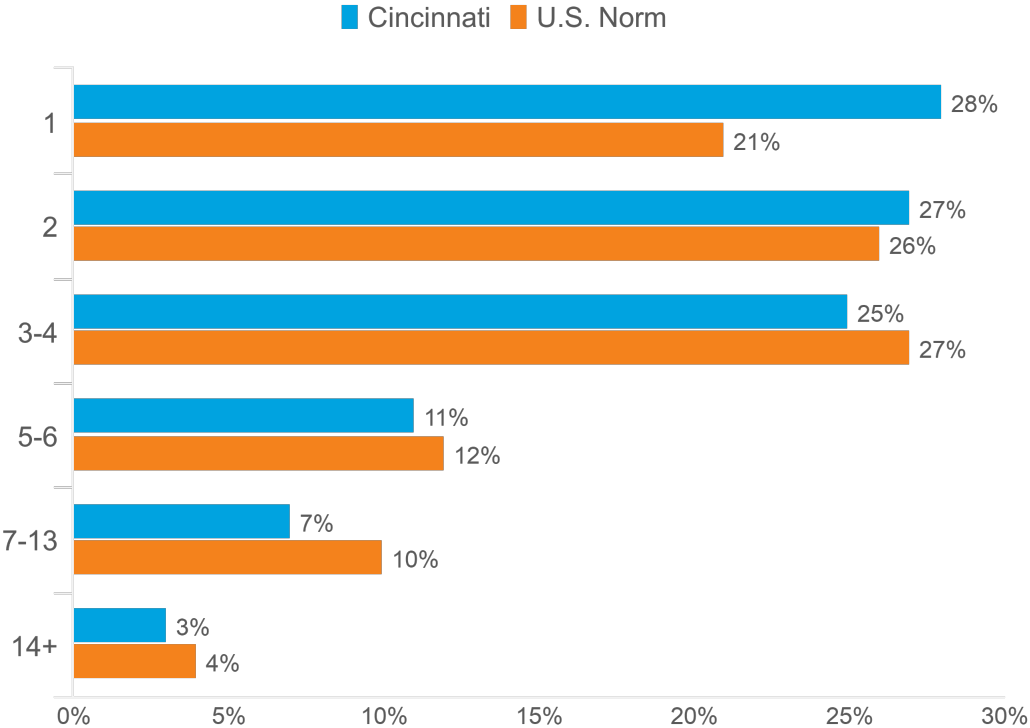
## DMA Origin Of Trip

	2022	2021
Cincinnati, OH/KY	15%	12%
Columbus, OH	9%	7%
Indianapolis-Lafayette, IN	6%	5%
Cleveland, OH	6%	8%
Dayton, OH	5%	6%
Lexington, KY	5%	5%
Louisville, KY	4%	4%
Charleston-Huntington, KY/OH/WV	3%	2%
Chicago, IL	3%	2%



## Season of Trip Total Overnight Person-Trips

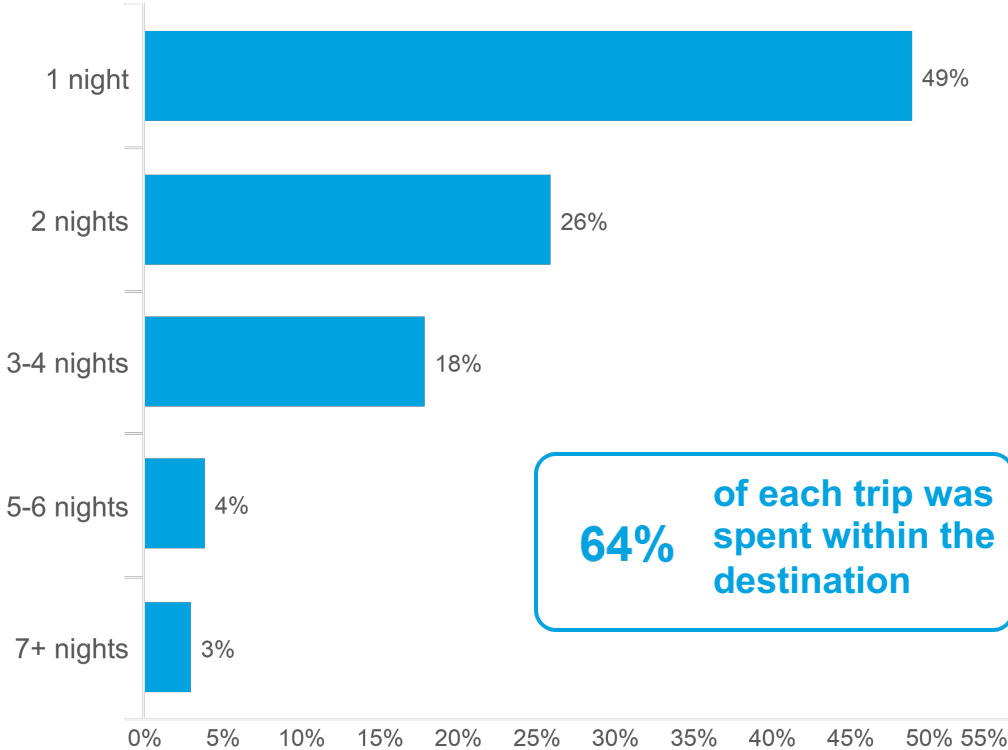
## Total Nights Away on Trip



Cincinnati  
**3.4**  
Average Nights

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

## Nights Spent in Cincinnati



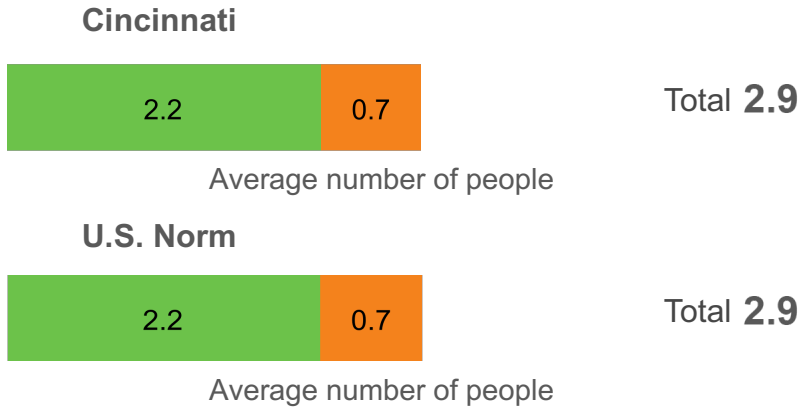
**64%** of each trip was spent within the destination

Average number of nights  
**2.2**

Average last year  
**2.6**

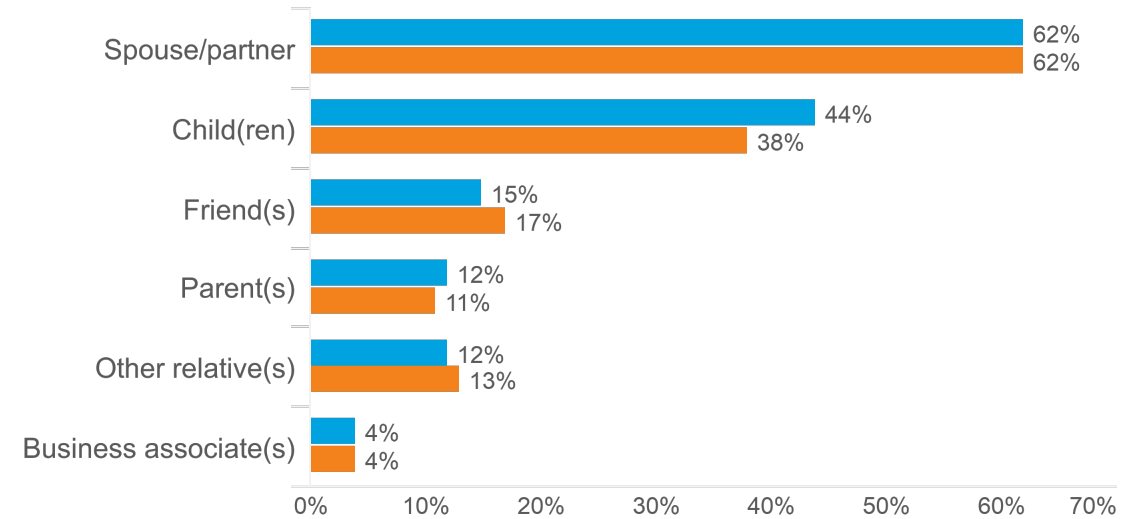
## Size of Travel Party

Children Adults



## Composition of Immediate Travel Party

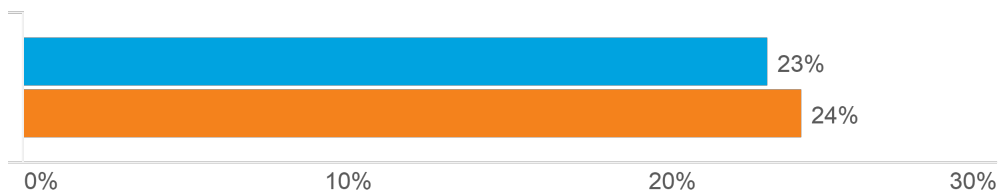
Cincinnati U.S. Norm



Base: 2022 Overnight Person-Trips that included more than one person

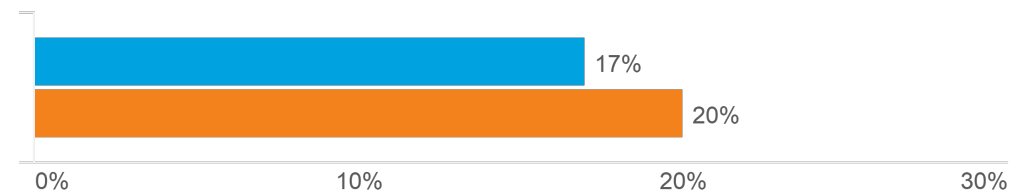
## Percent Who Traveled Alone

Cincinnati U.S. Norm



## Percent Who Had Travel Party Member with Disabilities

Cincinnati U.S. Norm

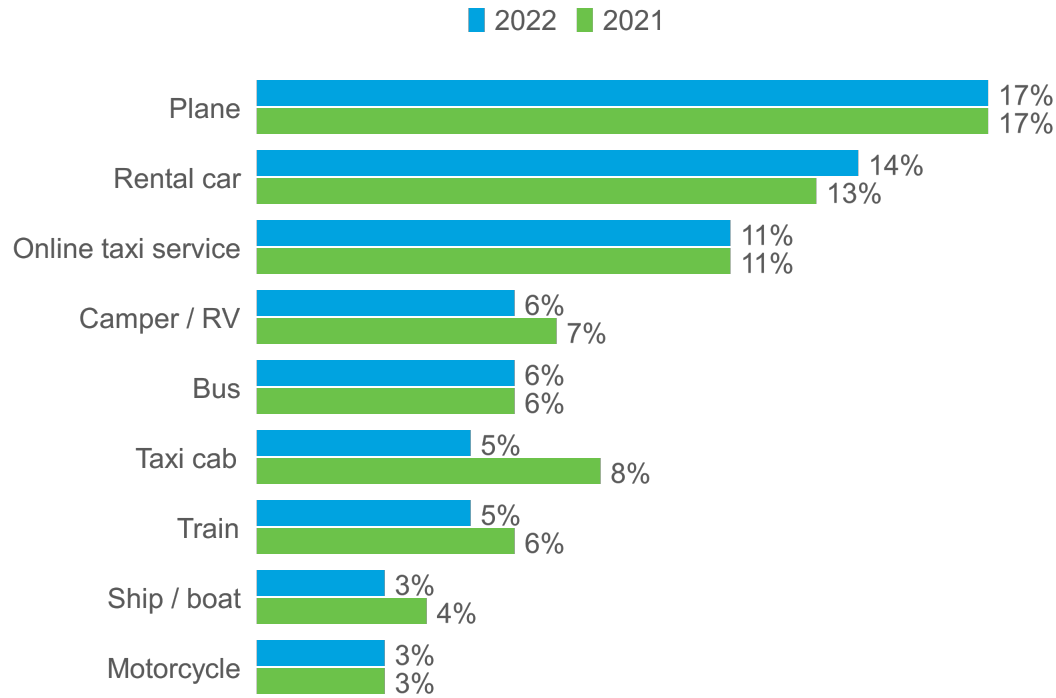


## Transportation Used to get to Destination



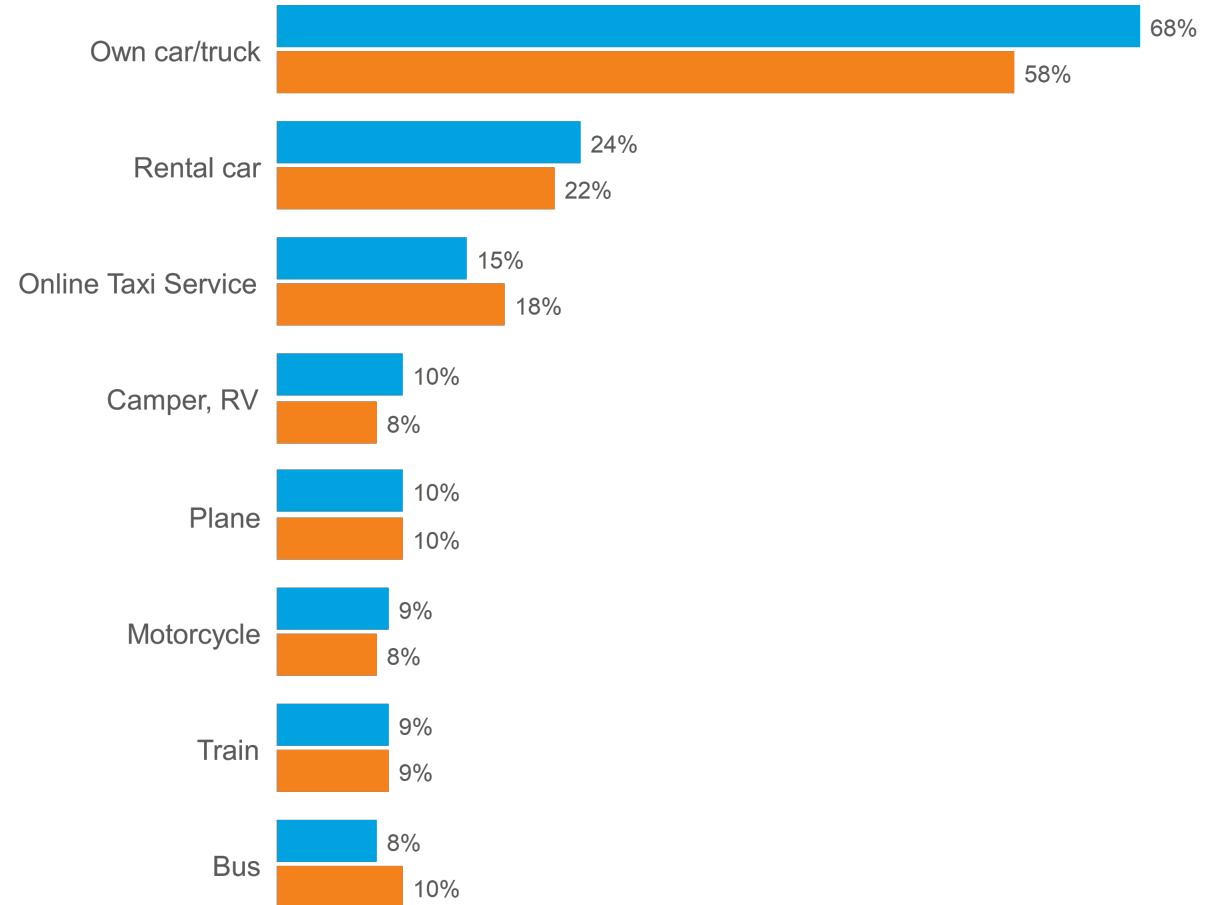
**75%** of overnight travelers use own car/truck to get to their destination

Previous year: **76%**

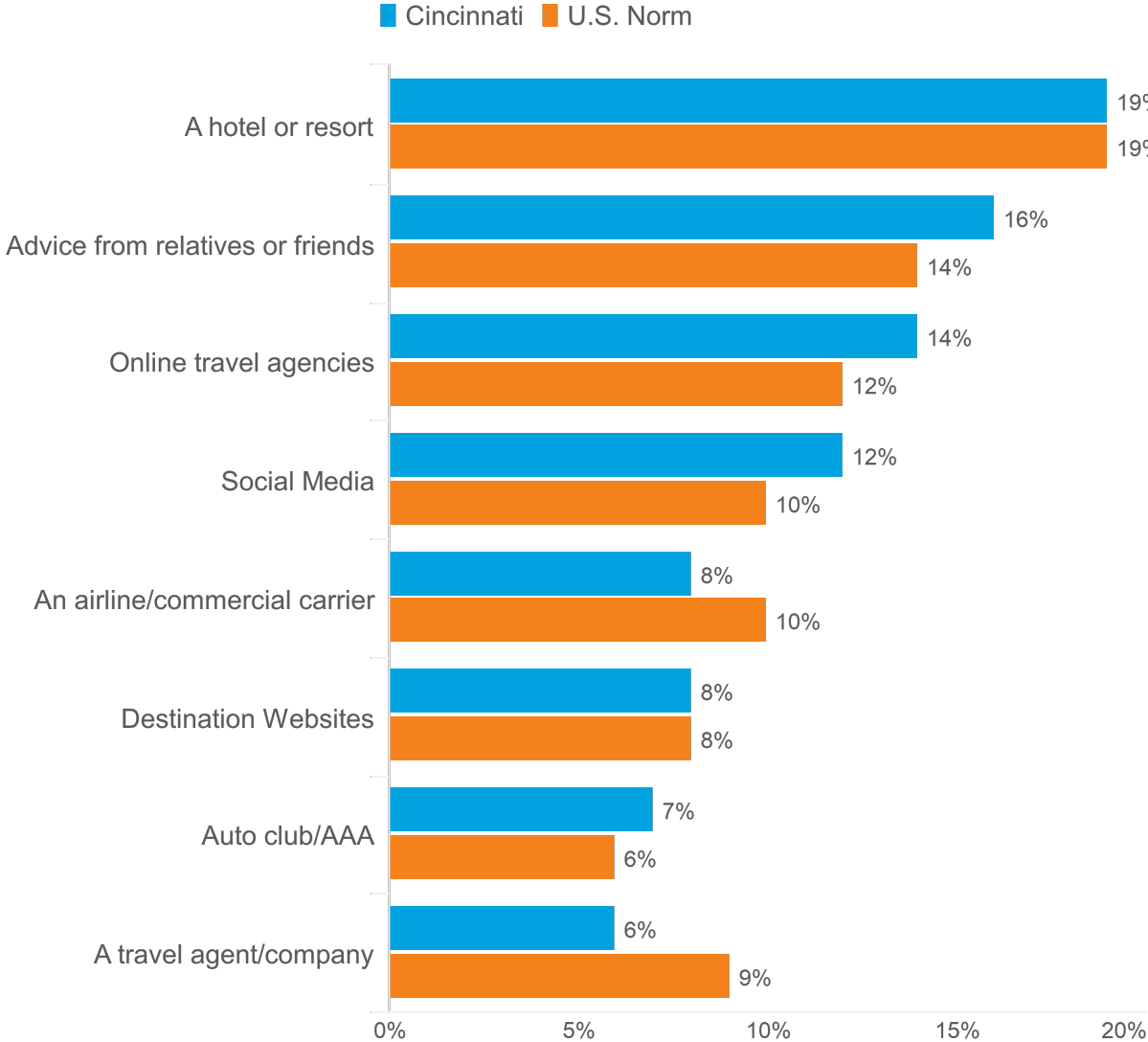


## Transportation Used within Destination

■ Cincinnati ■ U.S. Norm



## Trip Planning Information Sources



## Length of Trip Planning

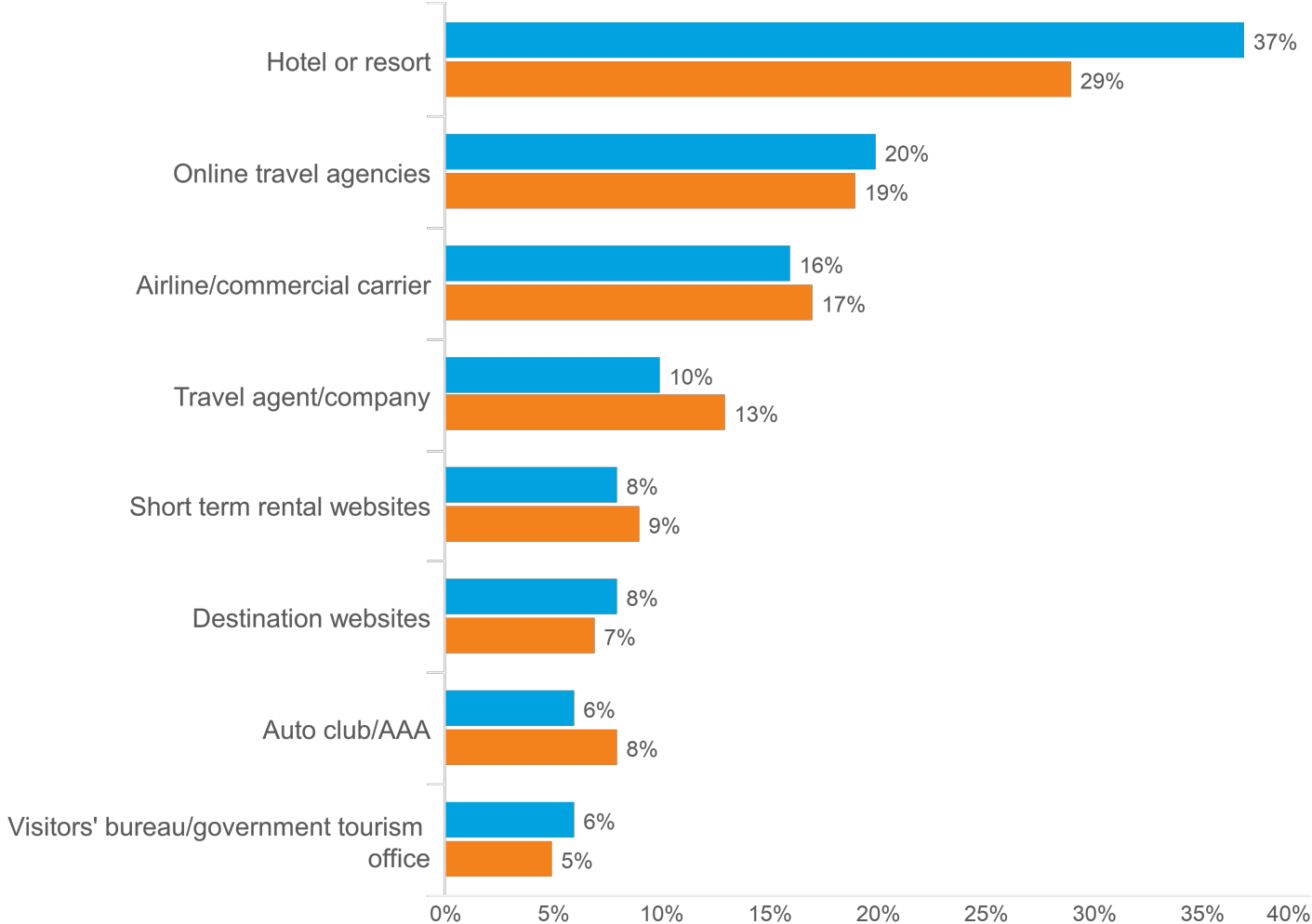
	Cincinnati	U.S. Norm
1 month or less	35%	31%
2 months	15%	16%
3-5 months	16%	18%
6-12 months	13%	14%
More than 1 year in advance	5%	5%
Did not plan anything in advance	16%	16%

# Cincinnati's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

## Method of Booking

Cincinnati U.S. Norm



## Accommodations

	2022	2021
Hotel	50%	49%
Home of friends / relatives	24%	21%
Motel	14%	13%
Bed & breakfast	8%	8%
Rented home / condo / apartment	6%	4%
Campground / RV park	6%	4%
Resort hotel	5%	7%

## Activity Groupings

### Outdoor Activities



U.S. Norm: 48%

### Entertainment Activities



U.S. Norm: 54%

### Cultural Activities



U.S. Norm: 29%

### Sporting Activities



U.S. Norm: 21%

### Business Activities








U.S. Norm: 17%

## Activities and Experiences (Top 10)







	2022	2021
Shopping	27%	25%
Sightseeing	18%	17%
Attending celebration	17%	18%
Museum	14%	13%
Bar/nightclub	14%	12%
Theme park	13%	11%
Zoo	13%	13%
Landmark/historic site	13%	9%
Local parks/playgrounds	12%	10%
Swimming	12%	10%

## Shopping Types on Trip


	Cincinnati	U.S. Norm
 Outlet/mall shopping	<b>62%</b>	<b>48%</b>
 Convenience/grocery shopping	<b>51%</b>	<b>44%</b>
 Big box stores (Walmart, Costco)	<b>45%</b>	<b>33%</b>
 Souvenir shopping	<b>43%</b>	<b>41%</b>
 Boutique shopping	<b>22%</b>	<b>29%</b>
 Antiquing	<b>15%</b>	<b>12%</b>

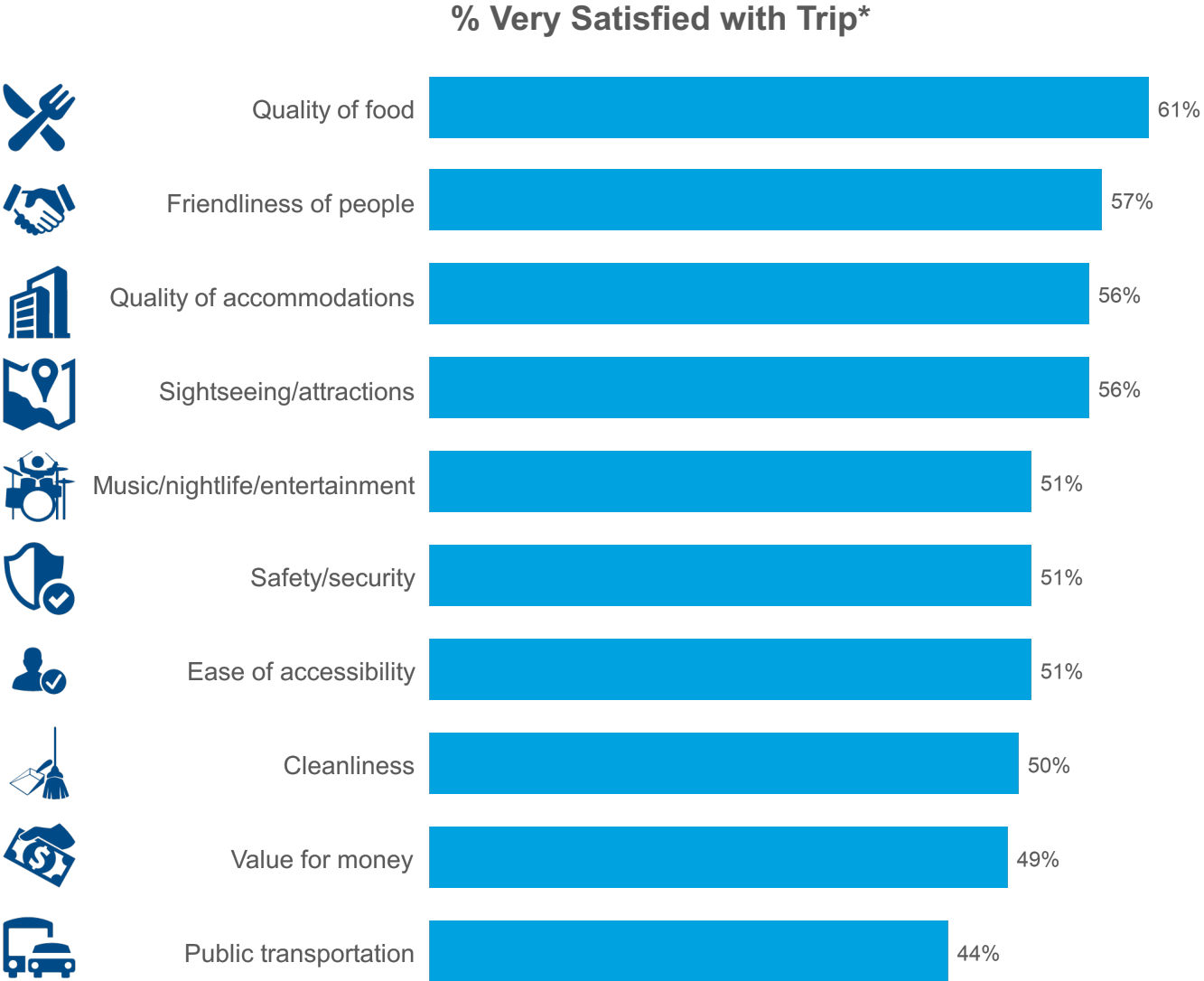
Base: 2022 Overnight Person-Trips that included Shopping

## Dining Types on Trip

	Cincinnati	U.S. Norm
 Unique/local food	<b>49%</b>	<b>47%</b>
 Food delivery service (UberEATS, DoorDash, etc.)	<b>24%</b>	<b>21%</b>
 Street food/food trucks	<b>23%</b>	<b>23%</b>
 Fine/upscale dining	<b>19%</b>	<b>25%</b>
 Picnicking	<b>13%</b>	<b>13%</b>
 Gastropubs	<b>11%</b>	<b>10%</b>



 **67%**  
of overnight travelers were very satisfied with their overall trip experience

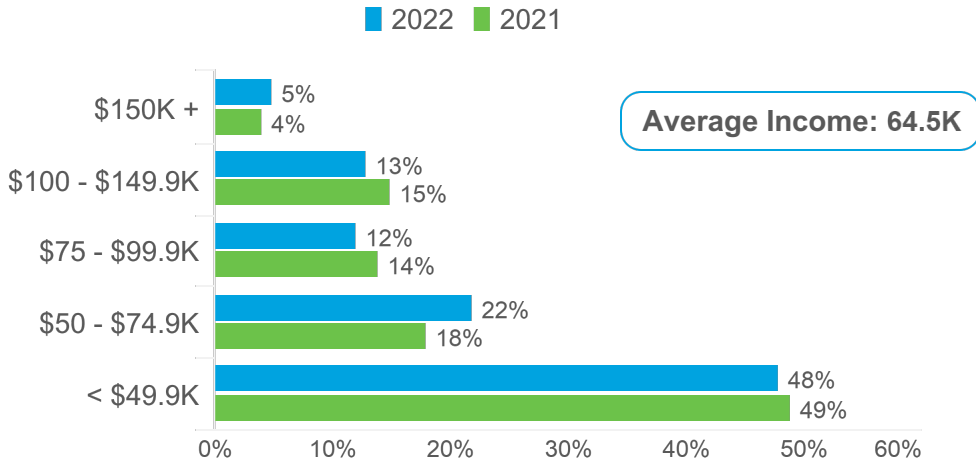


\*Very satisfied = selected top box on a five point scale  
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

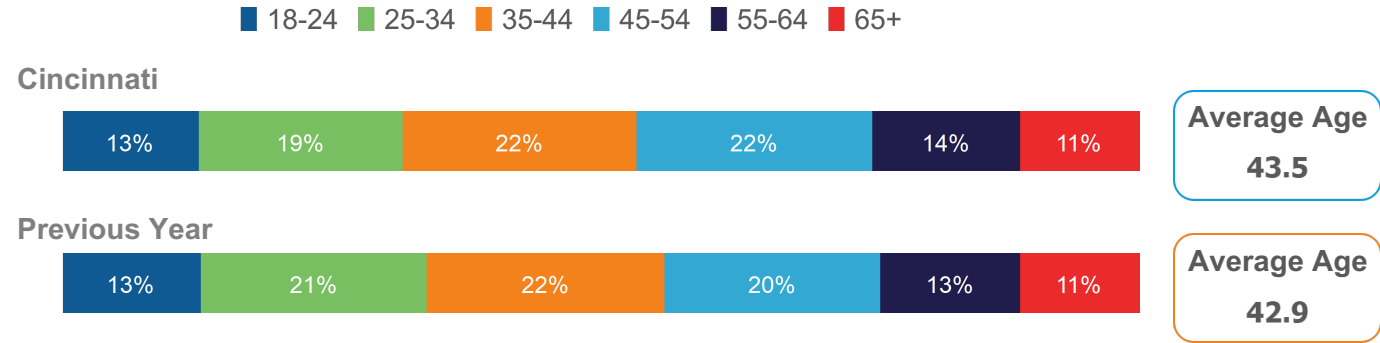
# Demographic Profile of Overnight Cincinnati Visitors

Base: 2022 Overnight Person-Trips

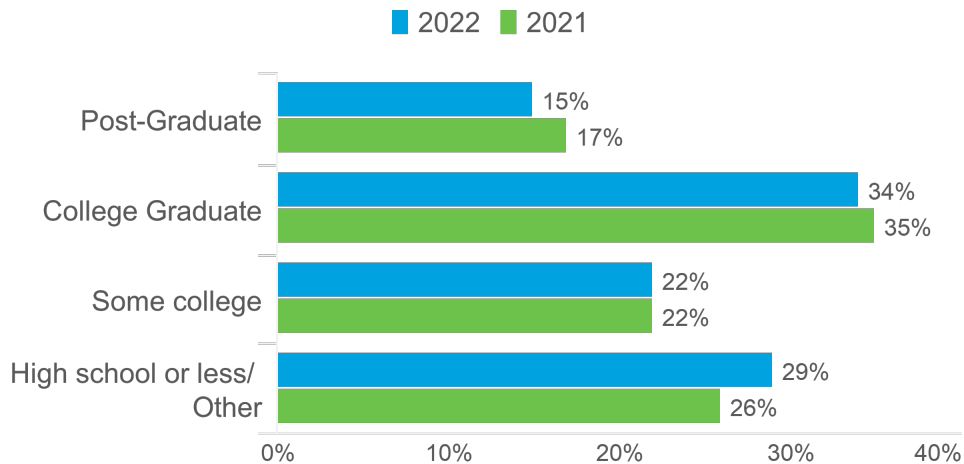
## Household Income



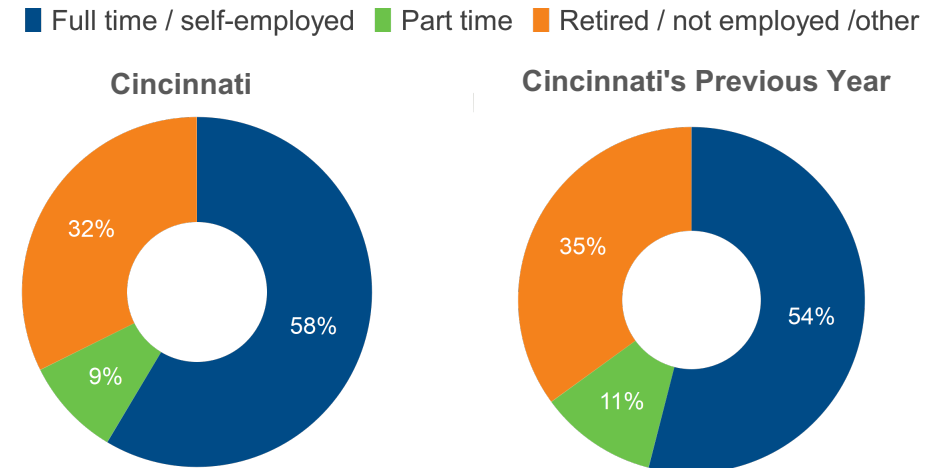
## Age



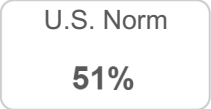
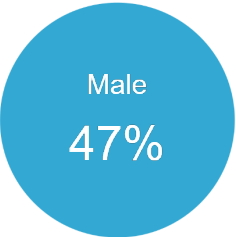
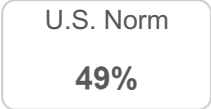
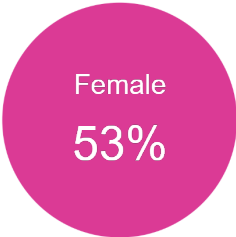
## Educational Attainment



## Employment

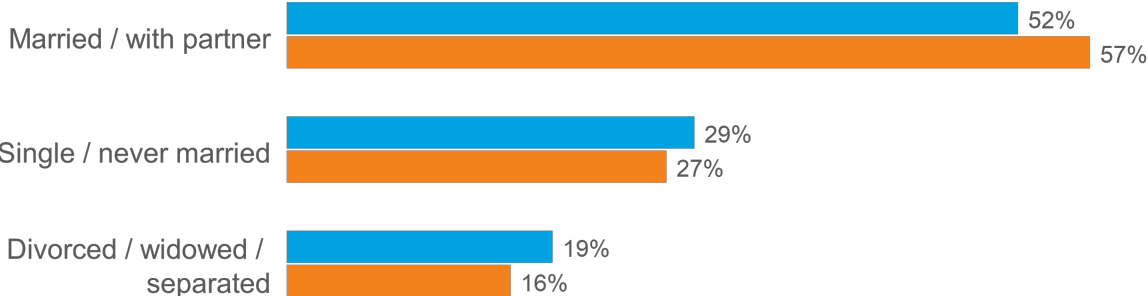


## Gender



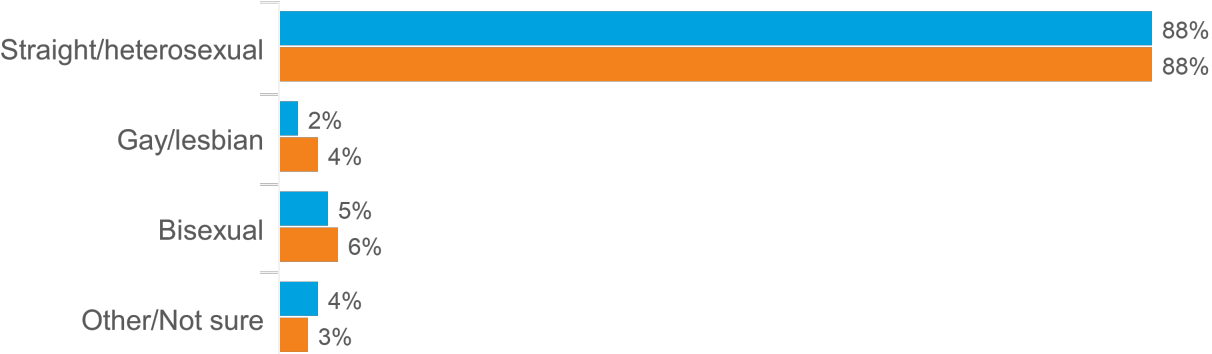
## Marital Status

Cincinnati U.S. Norm



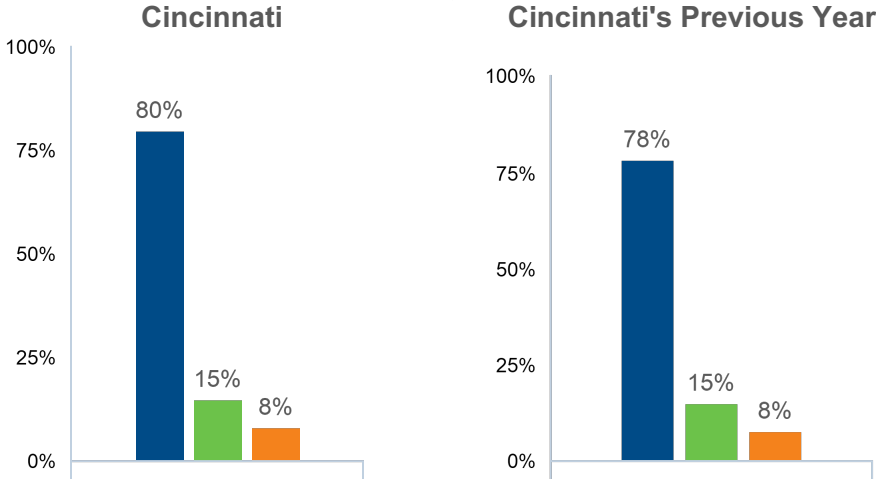
## Sexual Orientation

Cincinnati U.S. Norm



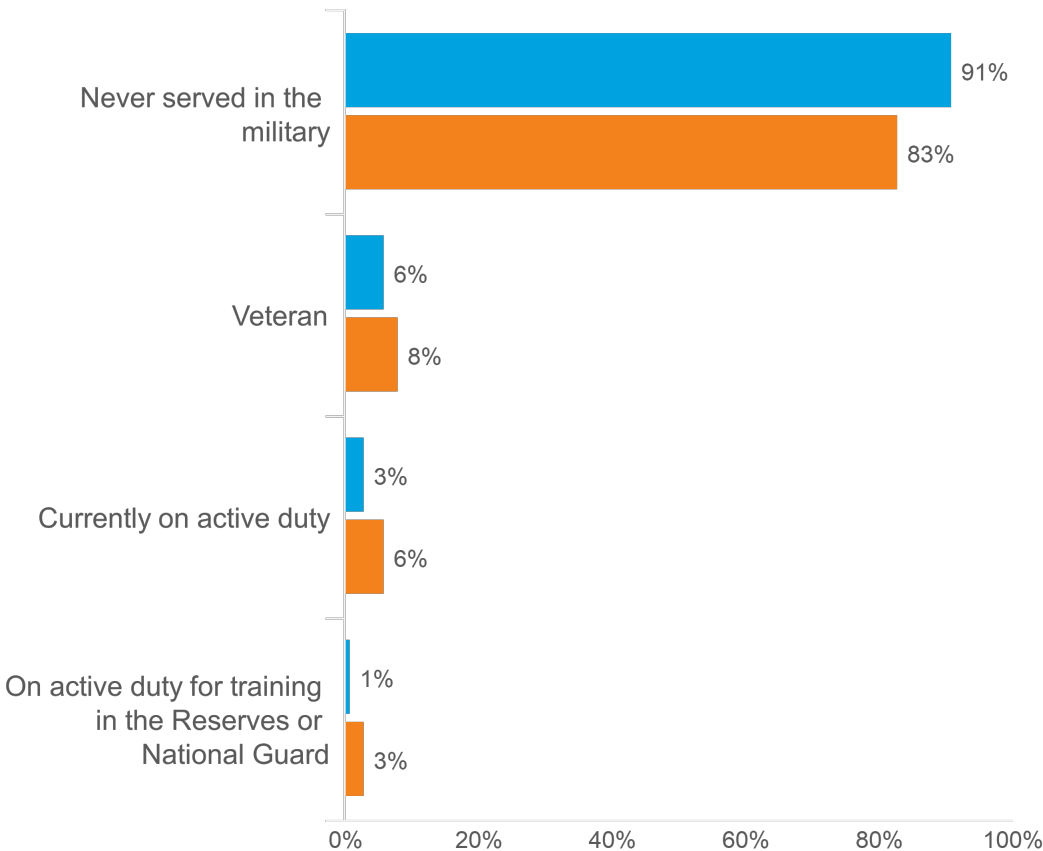
## Race

White African-American Other



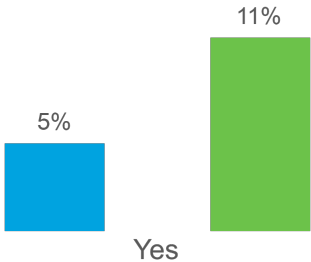
## Military Status

Cincinnati U.S. Norm

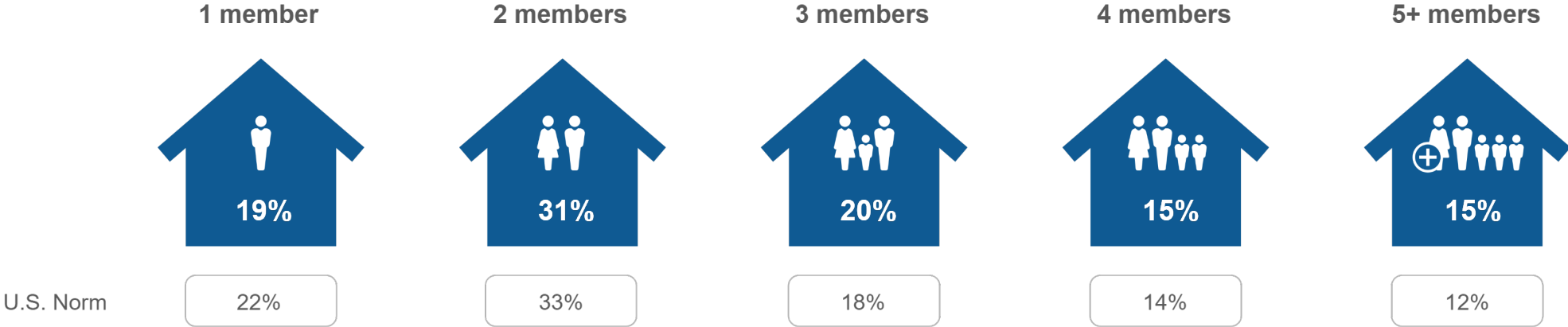


## Hispanic Background

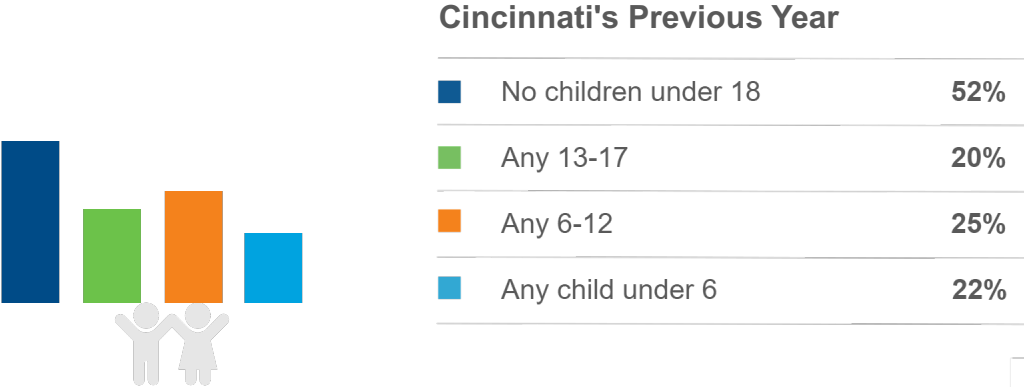
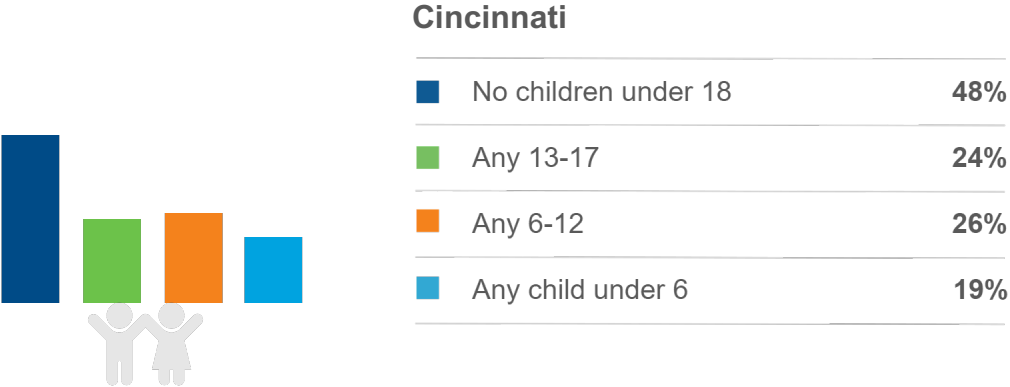
2022 2021



## Household Size



## Children in Household





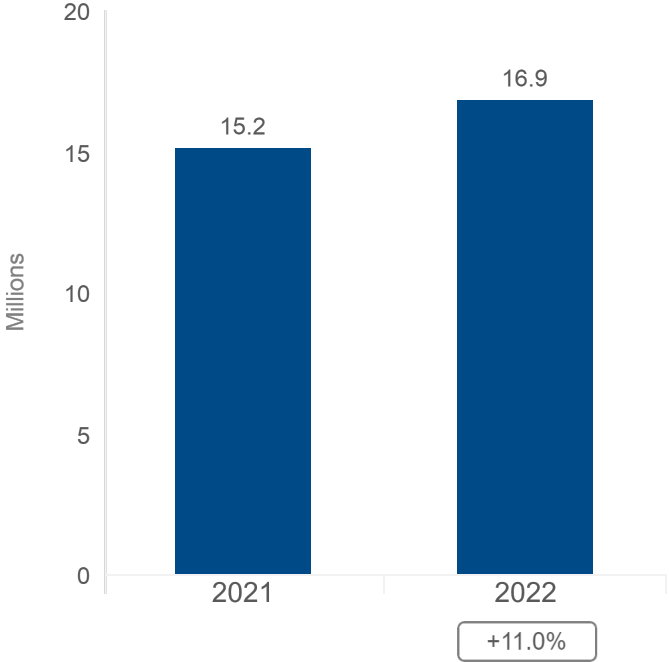
# Travel USA Visitor Profile

Day Visitation



2022

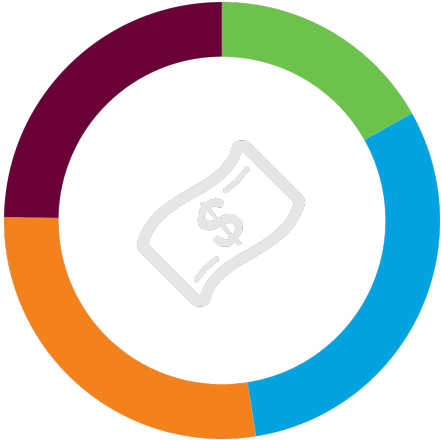
### Day Trips to Cincinnati



## Domestic Day Expenditures - by Sector

Total Spending  
**\$ 1.267 Billion**

+27.3% vs. last year



Transportation at Destination	17%	\$217 Million
Restaurant Food & Beverage	31%	\$387 Million
Retail Purchase	28%	\$348 Million
Recreation/Entertainment	25%	\$315 Million

vs. last year
+36.9%
+25.5%
+23.0%
+28.4%

## Average Per Person Per Trip Expenditures on Domestic Day Trips - by Sector

**Average Per Person Per Trip: \$75**

Last year: \$66



**Average Per Person Per Trip:**  
 Leisure \$76

■ Restaurant food & beverage 
 ■ Retail Purchase 
 ■ Recreation/ Sightseeing/ Entertainment 
 ■ Transportation at Destination



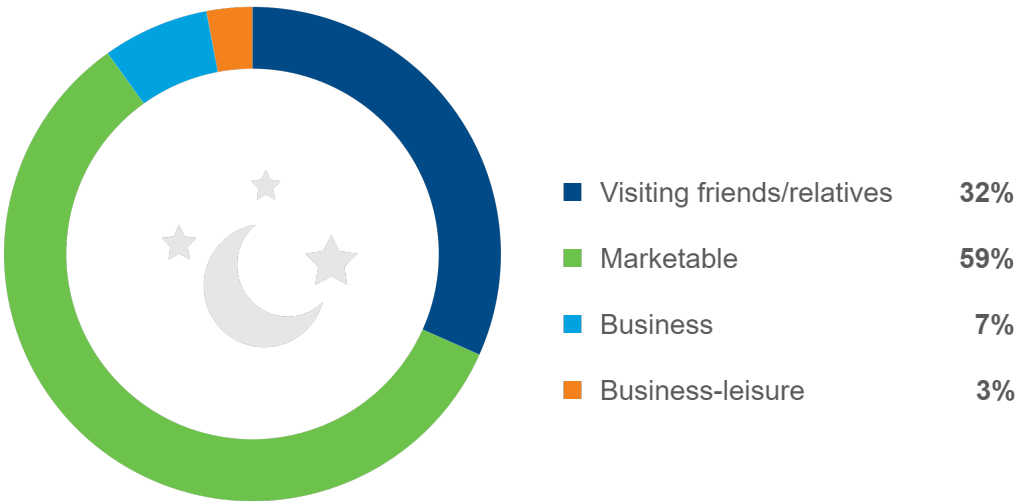
## Main Purpose of Trip

 <b>32%</b> Visiting friends/ relatives	
 <b>13%</b> Special event	 <b>1%</b> Conference/ Convention
 <b>11%</b> City trip	
 <b>10%</b> Shopping	 <b>6%</b> Other business trip
 <b>7%</b> Touring	
 <b>6%</b> Theme park	
 <b>5%</b> Outdoors	 <b>3%</b> Business-Leisure
 <b>3%</b> Casino	

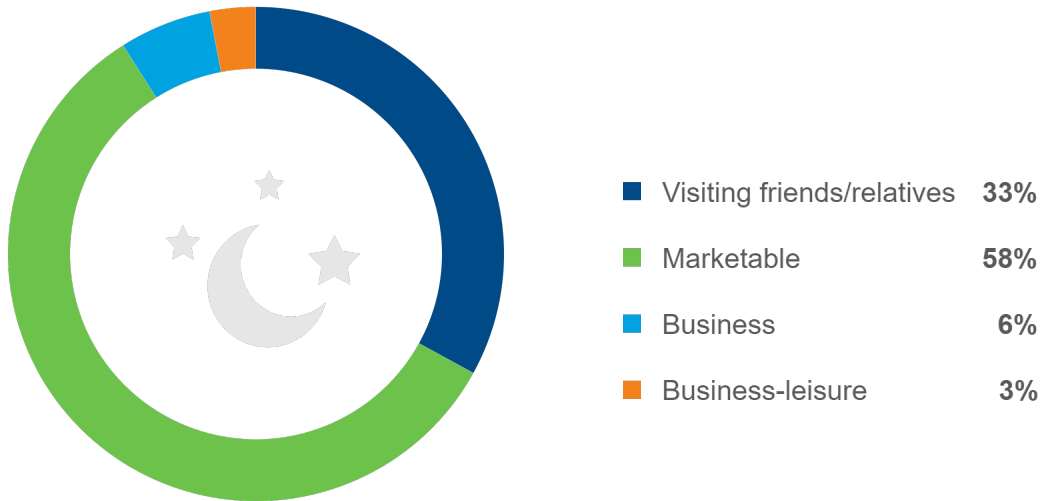
## Main Purpose of Leisure Trip

	2022	2021
Visiting friends/ relatives	<b>32%</b>	<b>33%</b>
Special event	<b>13%</b>	<b>7%</b>
City trip	<b>11%</b>	<b>15%</b>
Shopping	<b>10%</b>	<b>11%</b>
Touring	<b>7%</b>	<b>9%</b>
Theme park	<b>6%</b>	<b>5%</b>
Outdoors	<b>5%</b>	<b>5%</b>
Casino	<b>3%</b>	<b>5%</b>

### 2022 Cincinnati Day Trips



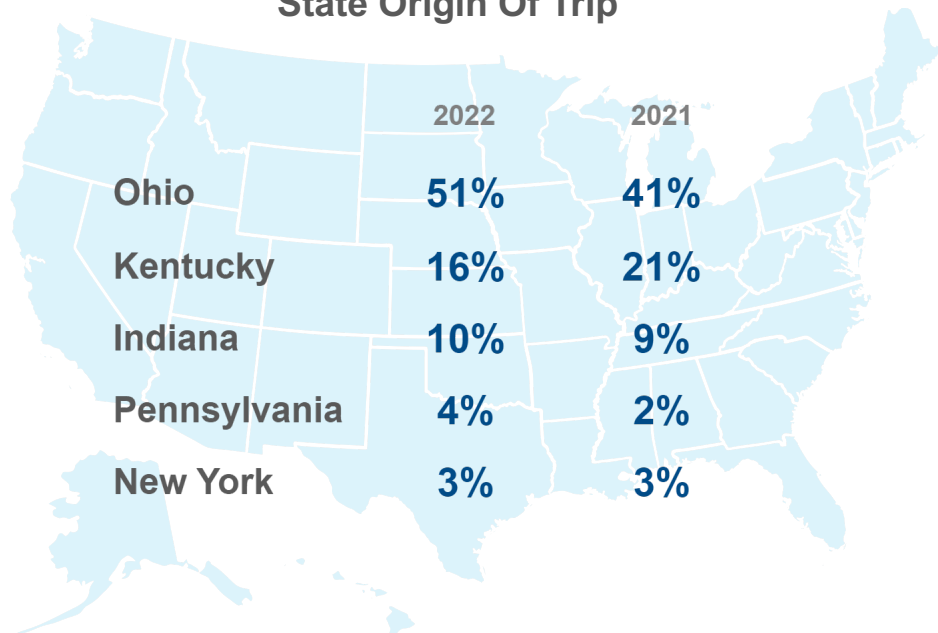
### Last Year's Cincinnati Day Trips



# Cincinnati's Day Trip Characteristics

Base: 2022 Day Person-Trips

## State Origin Of Trip



## DMA Origin Of Trip

	2022	2021
Cincinnati, OH/KY	25%	18%
Columbus, OH	11%	10%
Dayton, OH	10%	8%
Lexington, KY	8%	5%
Indianapolis-Lafayette, IN	8%	7%
Cleveland, OH	5%	6%
Louisville, KY	4%	8%
Charleston-Huntington, KY/OH/WV	4%	3%
New York, NY	3%	5%

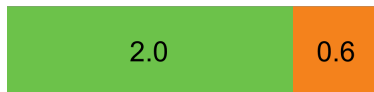


## Season of Trip Total Day Person-Trips

## Size of Travel Party

Children Adults

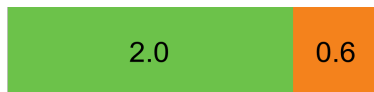
### Cincinnati



Total **2.6**

Average number of people

### U.S. Norm

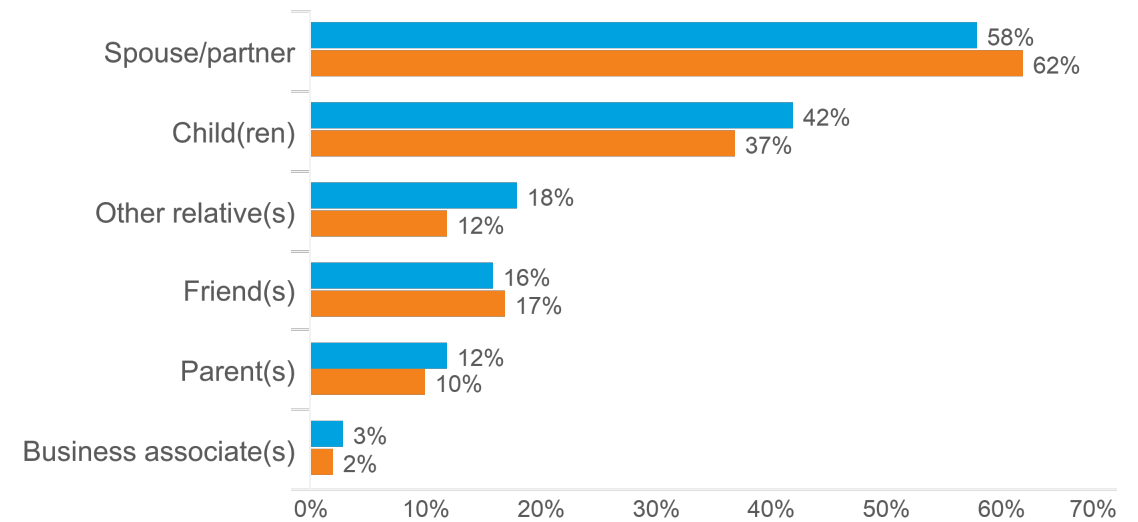


Total **2.6**

Average number of people

## Composition of Immediate Travel Party

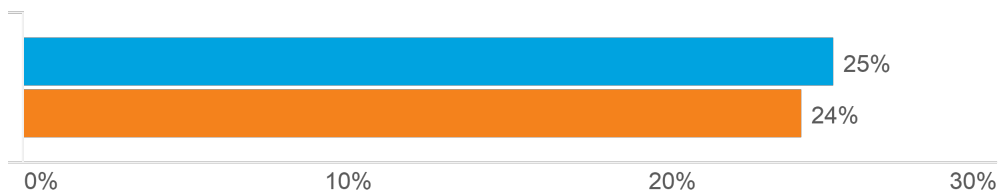
Cincinnati U.S. Norm



Base: 2022 Day Person-Trips that included more than one person

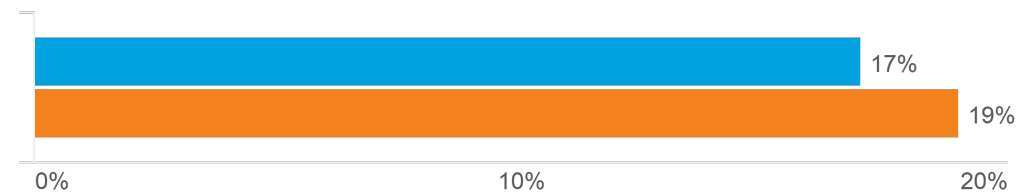
## Percent Who Traveled Alone

Cincinnati U.S. Norm



## Percent Who Had Travel Party Member with Disabilities

Cincinnati U.S. Norm



## Activity Groupings

### Outdoor Activities



U.S. Norm: 34%

### Entertainment Activities



U.S. Norm: 40%

### Cultural Activities



U.S. Norm: 20%

### Sporting Activities



U.S. Norm: 14%

### Business Activities







U.S. Norm: 11%

## Activities and Experiences (Top 10)







	2022	2021
Shopping	22%	22%
Sightseeing	12%	14%
Zoo	11%	7%
Attending celebration	9%	12%
Local parks/playgrounds	8%	3%
Casino	8%	8%
Landmark/historic site	7%	7%
Bar/nightclub	7%	5%
Theme park	7%	9%
Museum	7%	11%

## Shopping Types on Trip

	Cincinnati	U.S. Norm
 Outlet/mall shopping	<b>53%</b>	<b>48%</b>
 Convenience/grocery shopping	<b>25%</b>	<b>28%</b>
 Big box stores (Walmart, Costco)	<b>21%</b>	<b>29%</b>
 Souvenir shopping	<b>19%</b>	<b>26%</b>
 Boutique shopping	<b>18%</b>	<b>23%</b>
 Antiquing	<b>14%</b>	<b>12%</b>

Base: 2022 Day Person-Trips that included Shopping

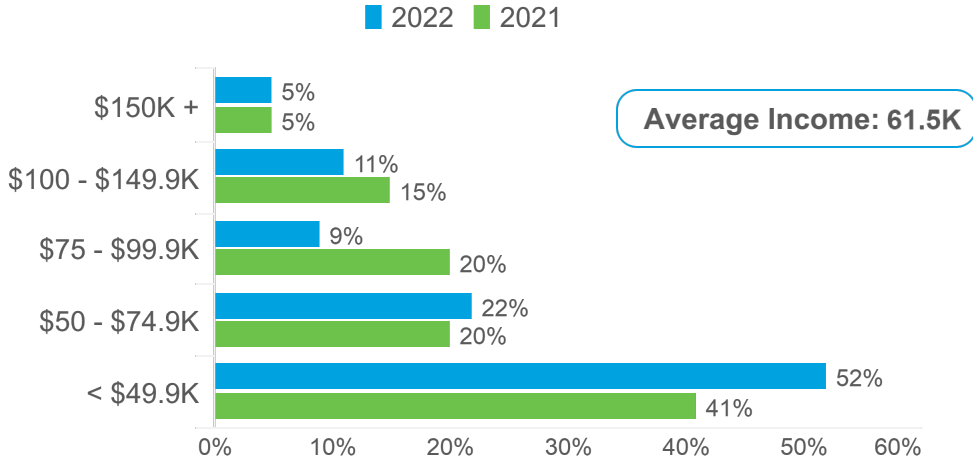
## Dining Types on Trip

	Cincinnati	U.S. Norm
 Unique/local food	<b>49%</b>	<b>38%</b>
 Street food/food trucks	<b>20%</b>	<b>19%</b>
 Food delivery service (UberEATS, DoorDash, etc.)	<b>16%</b>	<b>13%</b>
 Fine/upscale dining	<b>13%</b>	<b>15%</b>
 Picnicking	<b>11%</b>	<b>12%</b>
 Gastropubs	<b>7%</b>	<b>7%</b>

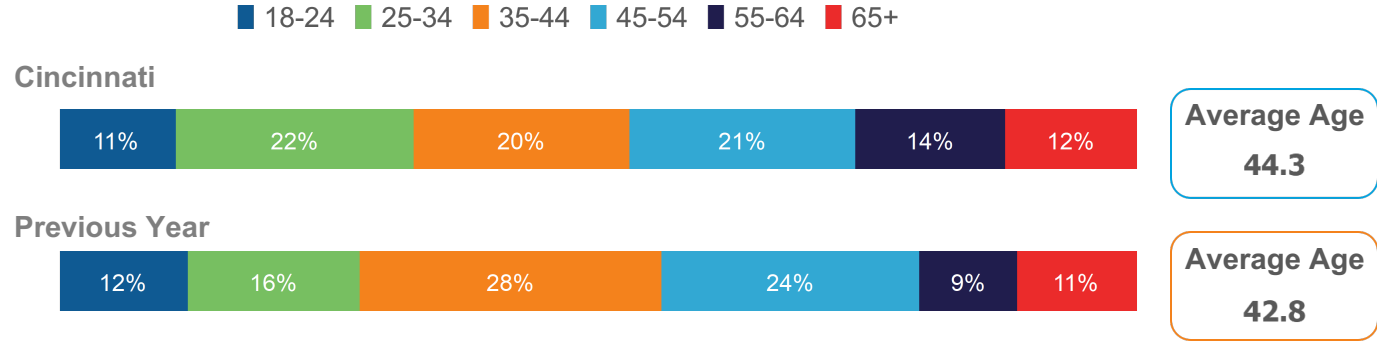
# Demographic Profile of Day Cincinnati Visitors

Base: 2022 Day Person-Trips

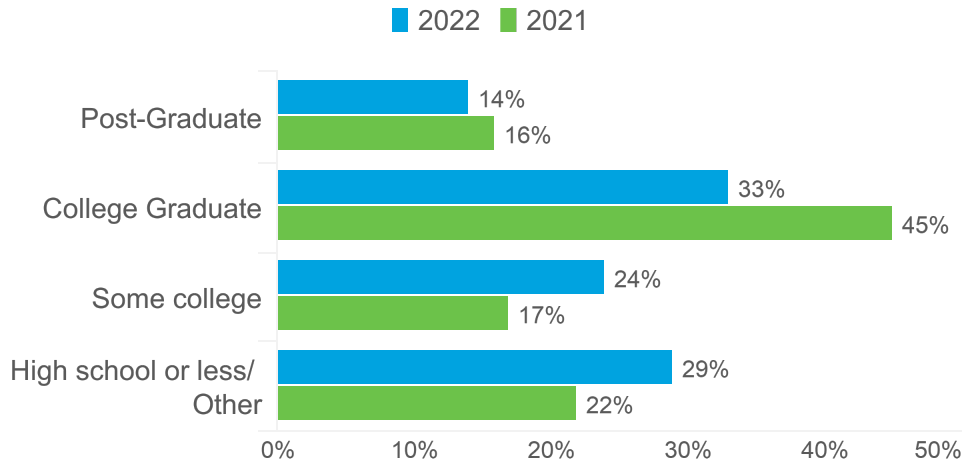
## Household Income



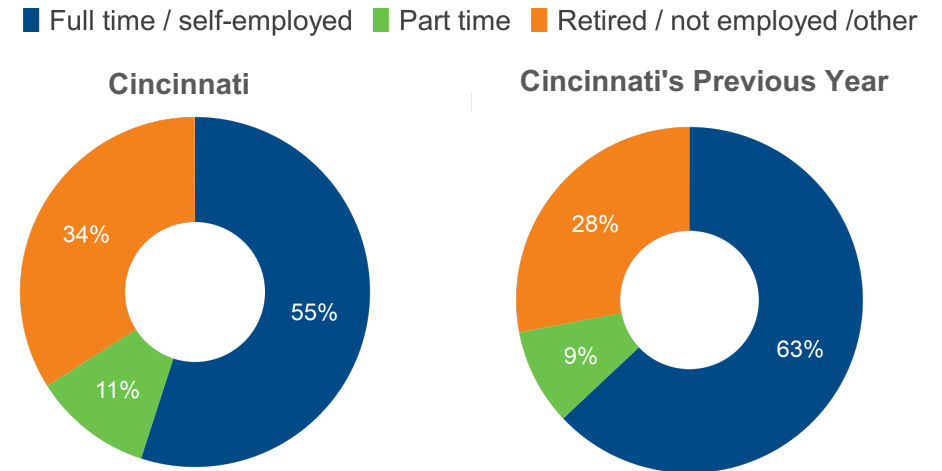
## Age



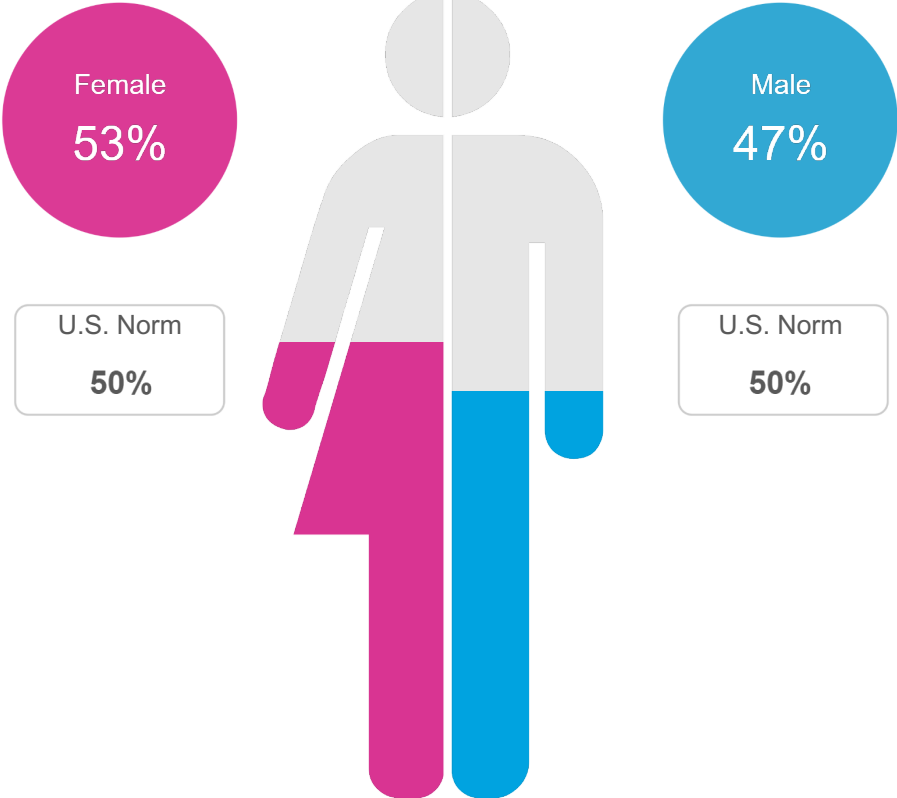
## Educational Attainment



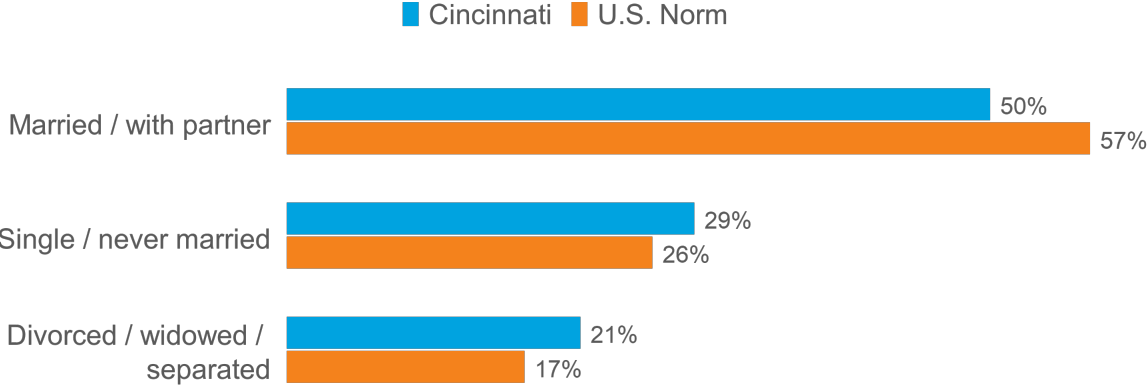
## Employment



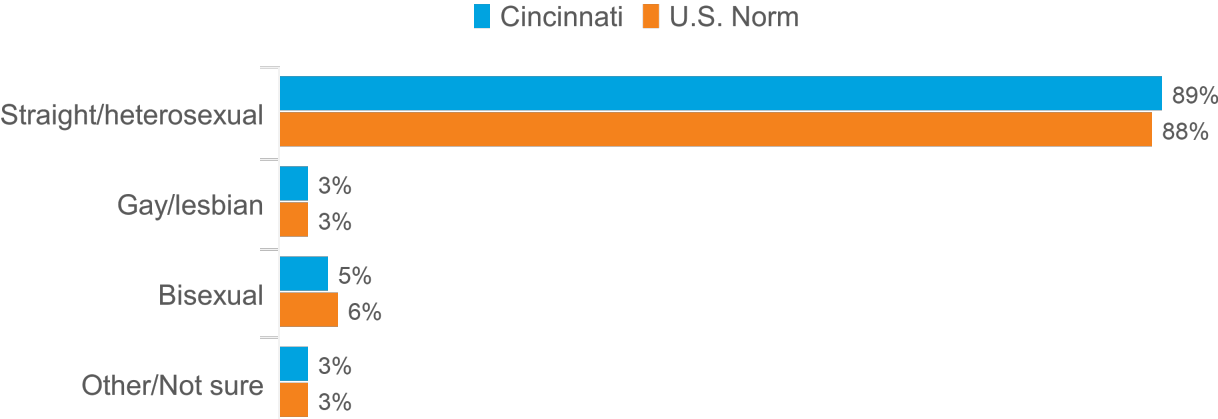
## Gender



## Marital Status



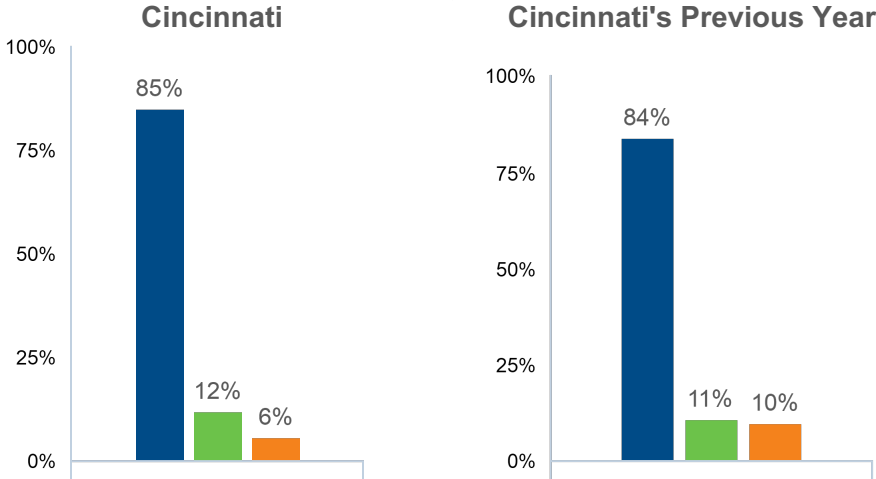
## Sexual Orientation





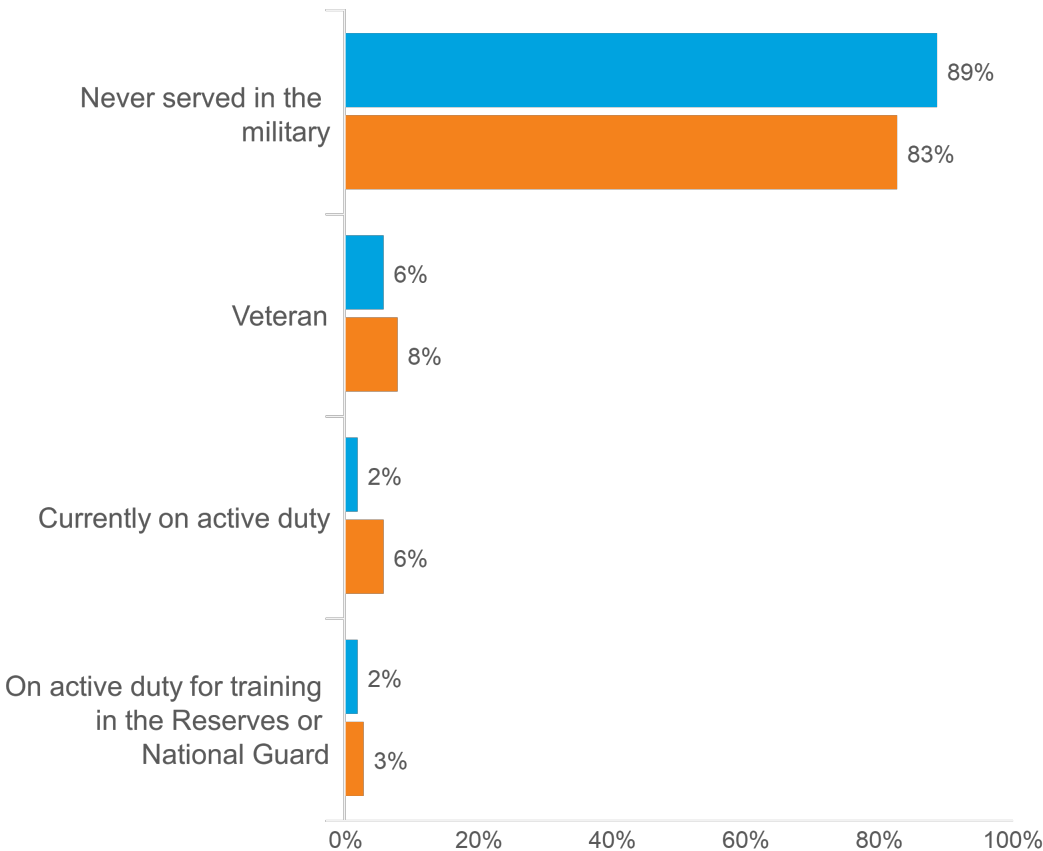
## Race

White African-American Other



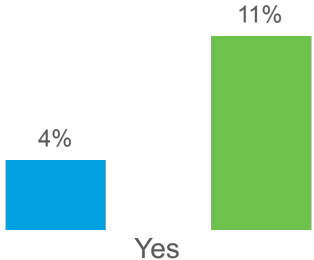
## Military Status

Cincinnati U.S. Norm

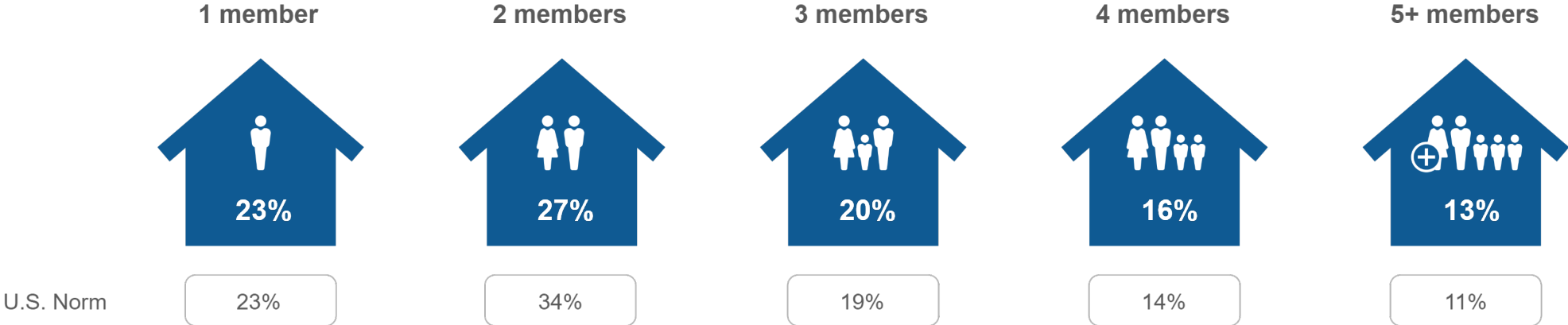


## Hispanic Background

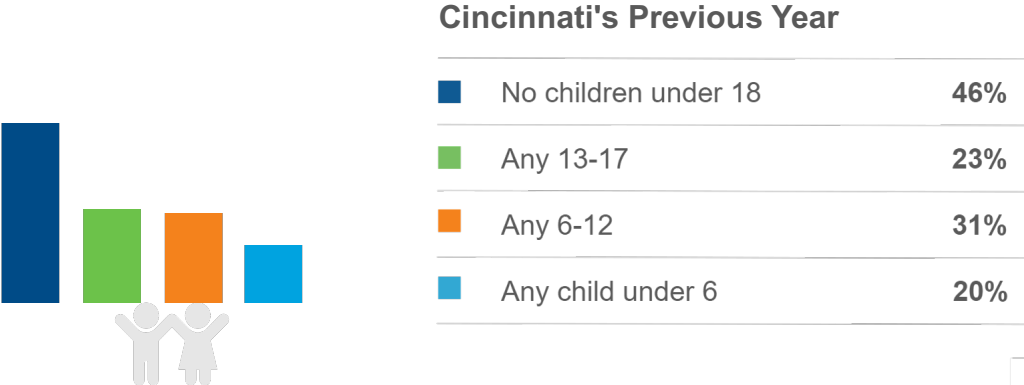
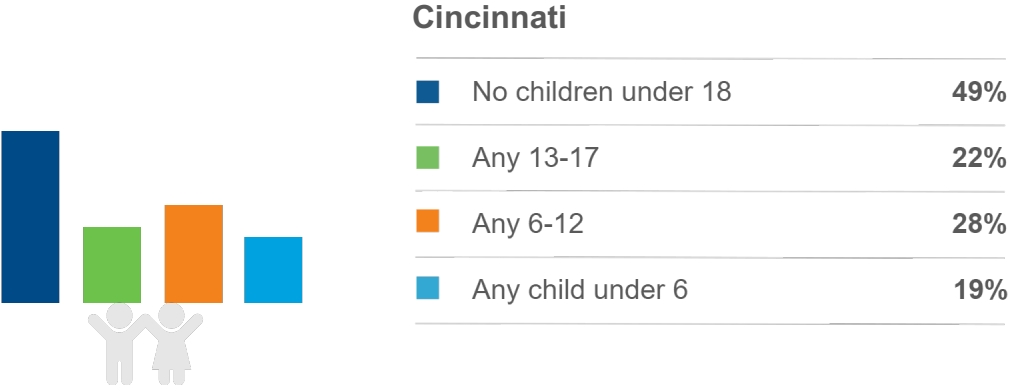
2022 2021



## Household Size



## Children in Household



C  M P A S S

Longwoods  
INTERNATIONAL