



UberMedia

Southern Indiana Overnight Visitation Report



Prepared for
SoIN Tourism
February 2020

Table of Contents

3: UberMedia Methodology & Project Overview

12: Key Findings

26: 2019 Overnight Visitation

54: 2019 Day Visitation



UberMedia

UberMedia Methodology & Project Overview

UberMedia's History

Mobile data experts,
continually evolving to
leadership positions in the
mobile ecosystem.



2010

Founded as an app publisher
and social media company



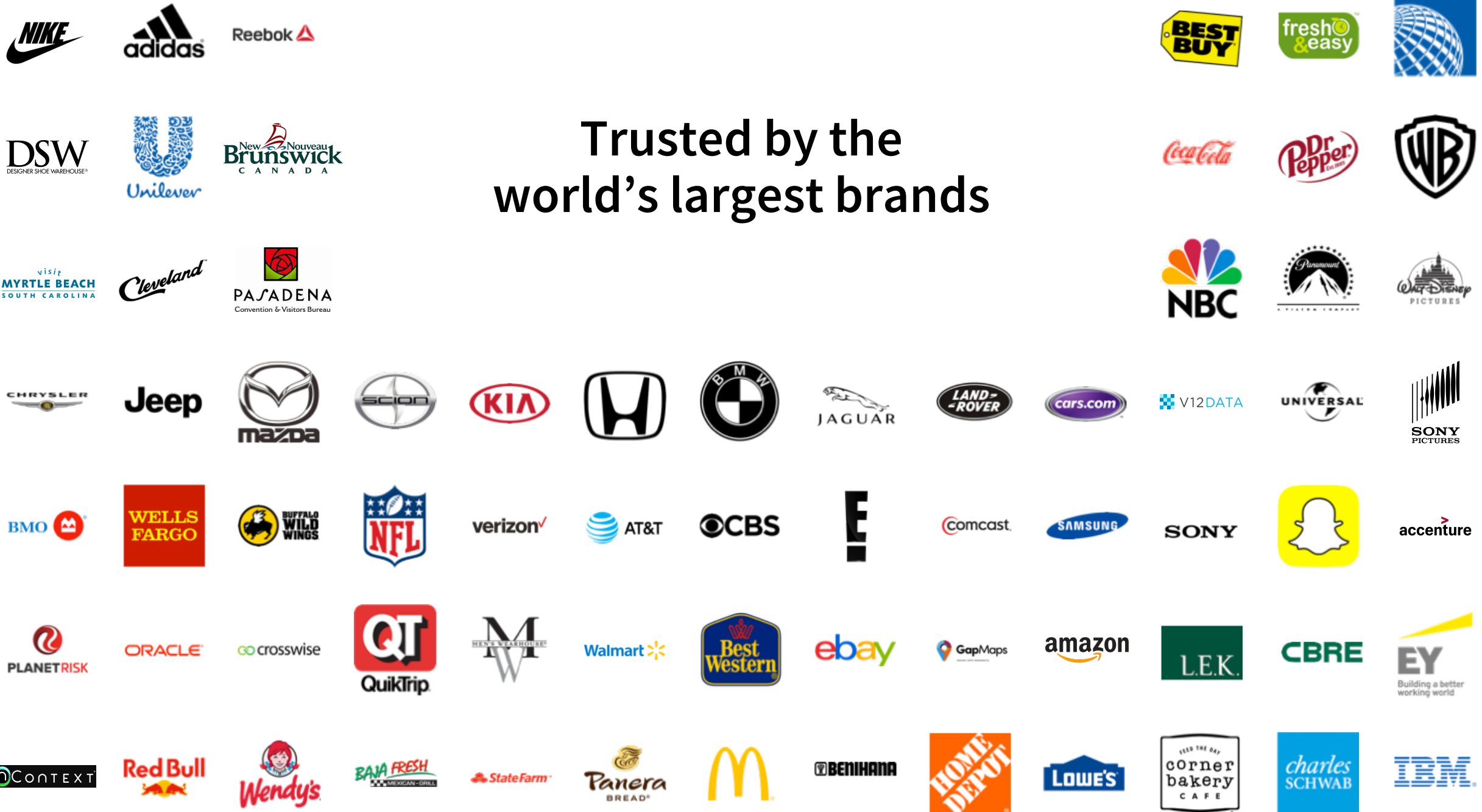
2013 - 2015

Media platform, powered by
machine-learning optimization



2015 -

Evolution to market leadership
position in location intelligence



Trusted by the
world's largest brands

An aerial photograph of a city, likely New York City, showing a dense grid of buildings and a complex highway interchange. The entire image is overlaid with a semi-transparent blue filter. The text is white and centered or positioned to highlight specific data points.

Largest Global Data Store

14 TRILLION
TOTAL LOCATION OBSERVATIONS

1 BILLION

MONTHLY GLOBAL DEVICES

300 MILLION

MONTHLY AMERICAN DEVICES

4.5 YEARS

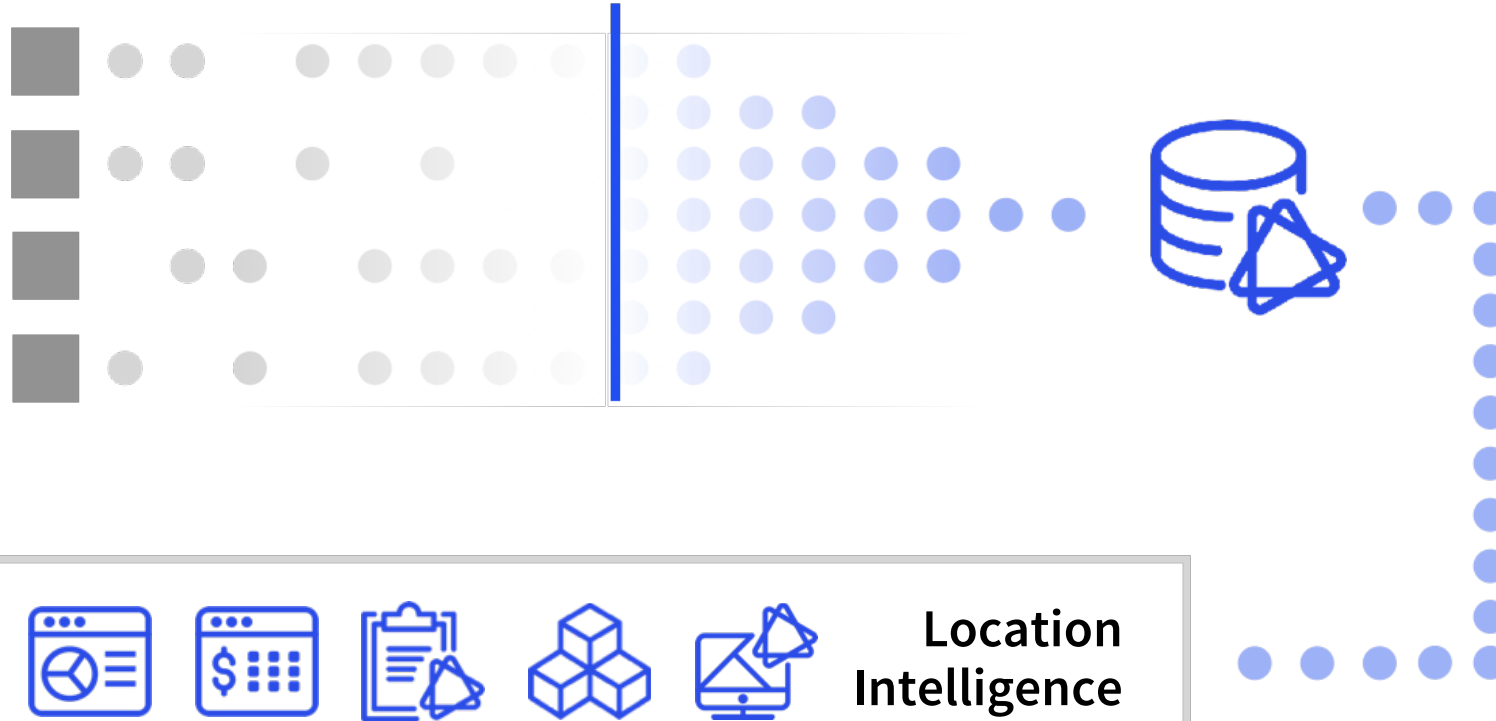
OF HISTORIC DATA

Multiple Sources of Data Refined Into Solutions

Multiple Sources of
Raw Mobile Data

Processing and
Contextualization

Refined Mobile
Data Supply



Introduction & Research Objectives

In order to better understand overnight and day visitation to Clark and Floyd counties, referred to as Southern Indiana or SoIN in this report, Longwoods partnered with UberMedia to complete this custom visitation study.

This research focuses on these areas:

- What are the overnight and day origin markets for Southern Indiana visitors?
- What is the monthly breakdown of visitation to Southern Indiana for overnight and day visitation?
- What is the average length of stay for overnight and day visitors?
- What type of trip did visitors prefer (weekday, weekend, extended)?
- What day of the week did overnight and day visits start/take place?

This report both delves into the methodology and results of that test.

Methodology

This study tracks visitors who went to Clark and Floyd counties, Indiana.

The data for this project was for trips taken in 2019. Quarters are defined as follows:

- Quarter 1 (January - March 2019)
- Quarter 2 (April - June 2019)
- Quarter 3 (July - September 2019)
- Quarter 4 (October - December 2019)

For this project, a visitor is someone who doesn't work or reside in the following counties:

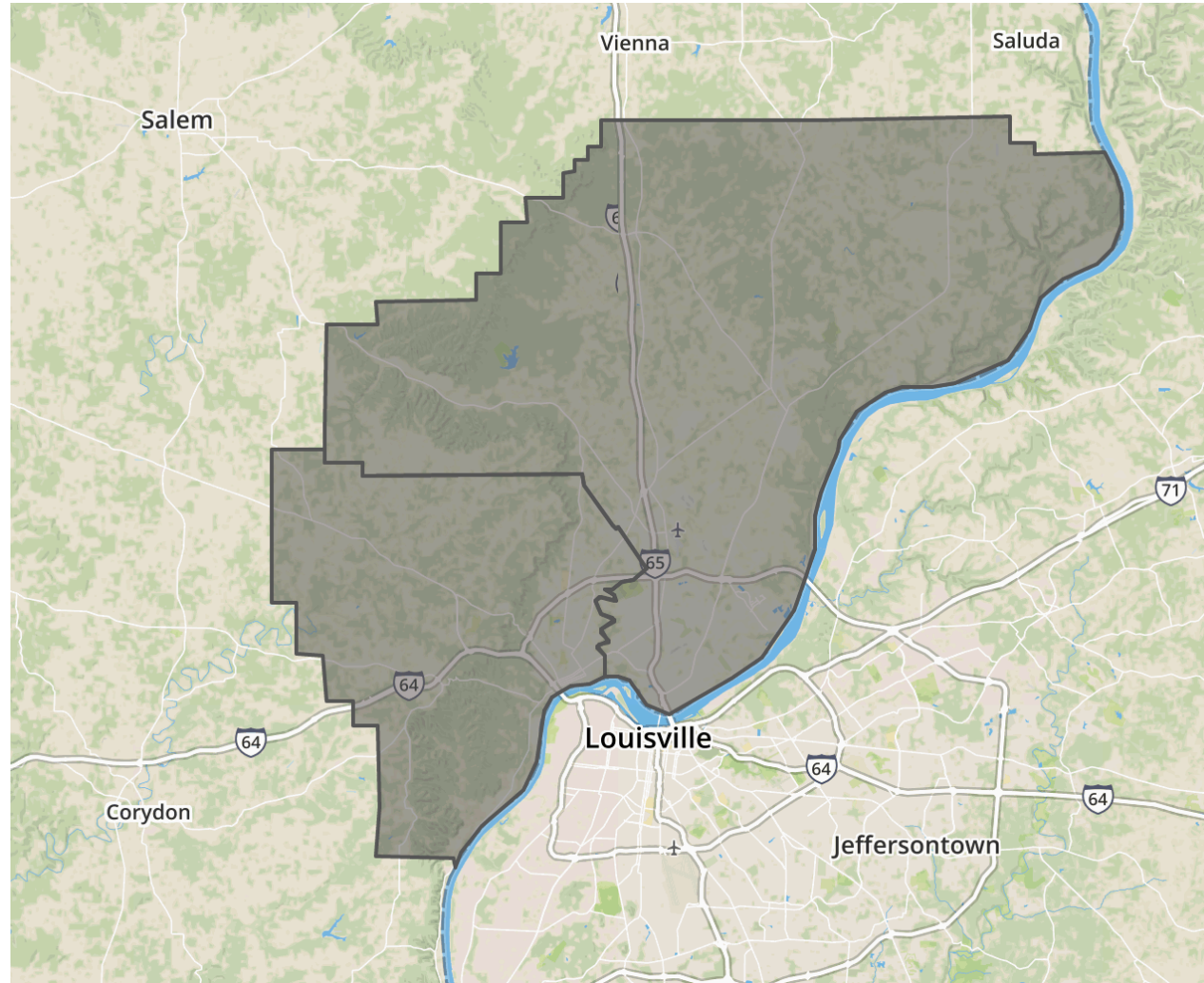
- Kentucky - Jefferson, Oldham, Bullitt, Hardin, Meade, Shelby, Nelson, Henry and Spencer counties
- Indiana - Clark, Floyd, Scott, Harrison, Washington, Jackson, and Jefferson counties

Methodology

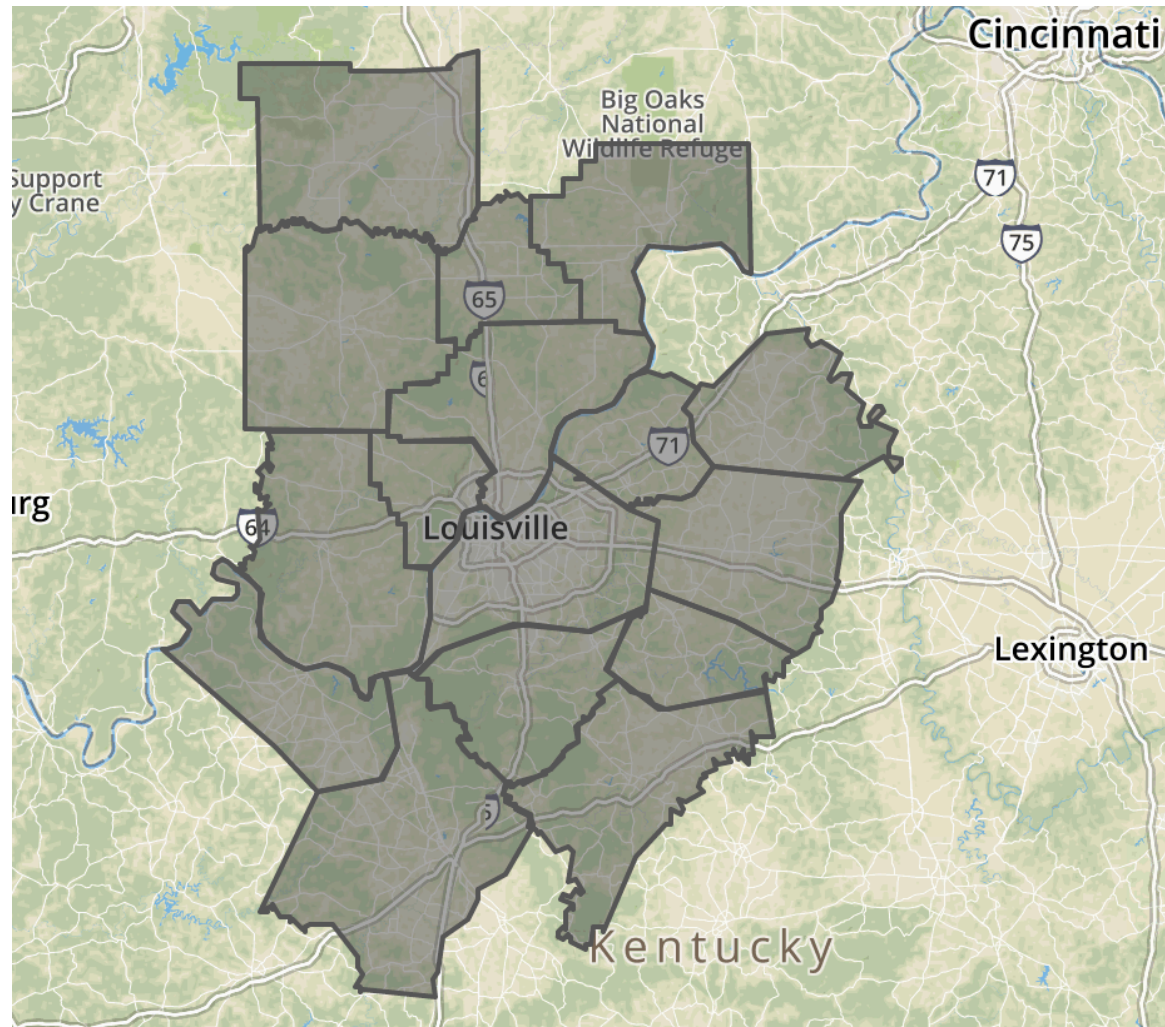
Definitions:

- Unique Visitor – this measure focuses on the visitor. Despite how many times a device enters the area being measured, it only counts once. We focus on this when looking at origin markets.
- Total Trips – this measure looks at the volume of total trips captured in the UberMedia database. This variable is used for total trips origin markets, month and seasonality of trips, day of the week the trip started, length of trip, and type of trip (weekend, weekday, or extended).

Geo-Fencing Polygon: Study Area



Geo-Fencing Polygon: Excluded Residents





UberMedia

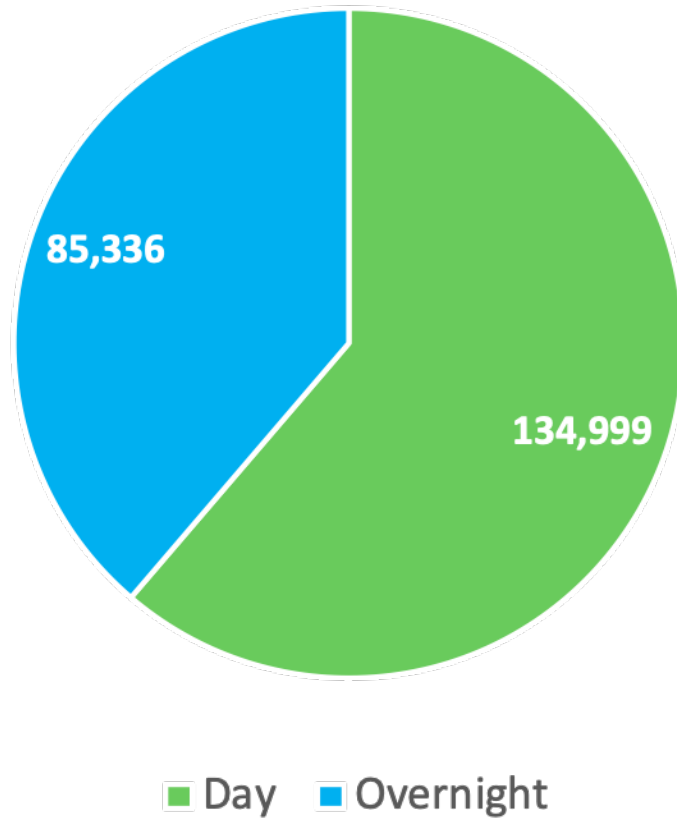
Southern Indiana Visitation: Key Findings



Key Findings

- Almost two-thirds of unique trips to Southern Indiana were day trips, but around half of total visits were day trips This is because while the average number of trips by day visitors is 1.4, it's 1.7 for overnight visitors.
- The leading origin states for both overnight and day overnight visitors are Indiana and Kentucky.
- Indianapolis is the leading origin market DMA for both overnight and day visitors, followed by Chicago.
- March, April, May, and June are the strongest visitation months for both overnight and day visitation.
- Overnight visitors stay an average of 51.6 hours, for day trips it's 4.8 hours.
- Overnight visitation is relatively evenly spilt between weekday and weekend trips.
- Friday is the most popular start day for overnight trips to Southern Indiana, while Saturday is most popular for day trips.

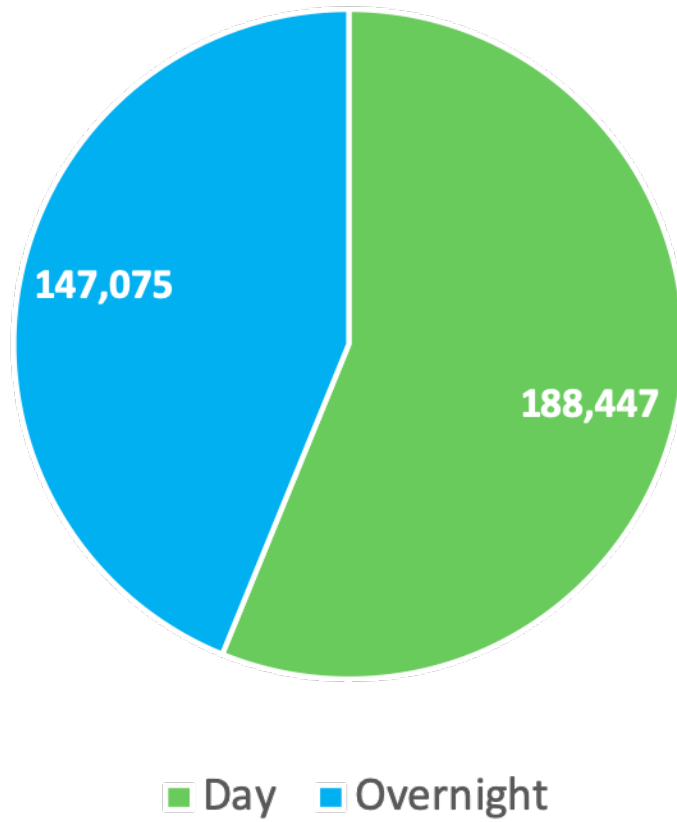
Total Unique Visitor Split: Overnight vs Day



In 2019, UberMedia tracked 220,335 total visitor mobile devices going in Clark and Floyd counties, Indiana.

38.7% of those trips were overnight visitors, while 61.3% were day visitors in Southern Indiana.

Total Trip Split: Overnight vs Day



In 2019, UberMedia tracked 335,522 total visitor mobile devices in Clark and Floyd counties, Indiana.

56.2% of those trips were day trips, while 43.8% were overnight trips in Southern Indiana.

Origin States: Southern Indiana Unique Overnight Visitors

Top 10 States of Origin	Overnight Visitor Unique Mobile Devices	Day Visitor Unique Mobile Devices
Indiana	23.6%	30.0%
Kentucky	9.3%	11.9%
Illinois	9.1%	8.9%
Ohio	6.9%	5.6%
Tennessee	5.7%	5.4%
Florida	4.9%	4.2%
Michigan	4.8%	4.7%
Georgia	3.4%	3.0%
Texas	3.2%	2.6%
Missouri	2.8%	2.1%

Origin DMAs: Southern Indiana Unique Overnight Visitors

Top 10 DMAs of Origin	Overnight Visitor Unique Mobile Devices	Day Unique Visitor Mobile Devices
Indianapolis, IN	12.7%	17.1%
Chicago, IL	7.2%	7.4%
Lexington, KY	4.0%	5.0%
Evansville, IN	4.0%	5.9%
Nashville, TN	3.6%	3.6%
Cincinnati, OH	3.4%	3.7%
Louisville, KY	2.6%	3.7%
Atlanta, GA	2.5%	2.2%
St. Louis, MO	2.0%	1.5%
Detroit, MI	1.7%	1.4%

Repeat Visitation: Average Number of Trips to Southern Indiana



Overnight



Day

Origin States: Southern Indiana Trips

Top 10 States of Origin	Total Overnight Visitor Mobile Devices	Total Day Visitor Mobile Devices
Indiana	26.8%	35.2%
Kentucky	10.9%	13.4%
Illinois	7.7%	7.7%
Ohio	7.2%	5.5%
Tennessee	5.9%	5.3%
Florida	5.2%	3.8%
Michigan	4.2%	4.0%
Georgia	3.0%	2.6%
Texas	2.8%	2.2%
Missouri	2.3%	1.8%

Origin DMAs: Southern Indiana Trips

Top 10 DMAs of Origin	Total Overnight Visitor Mobile Devices	Total Day Visitor Mobile Devices
Indianapolis, IN	13.8%	19.0%
Chicago, IL	6.2%	6.3%
Louisville, KY	5.0%	6.5%
Lexington, KY	4.6%	5.4%
Evansville, IN	4.4%	7.4%
Cincinnati, OH	3.7%	4.0%
Nashville, TN	3.6%	3.6%
Atlanta, GA	2.2%	1.9%
Columbus, OH	1.7%	1.2%
St. Louis, MO	1.6%	1.3%

Southern Indiana Overnight Trips by Month

Month	Total Overnight Visitor Mobile Devices	Total Day Visitor Mobile Devices
January 2019	7.0%	6.1%
February 2019	7.9%	7.7%
March 2019	10.4%	11.6%
April 2019	10.2%	10.7%
May 2019	11.1%	11.1%
June 2019	10.5%	10.6%
July 2019	8.2%	7.9%
August 2019	6.7%	7.7%
September 2019	6.4%	6.0%
October 2019	6.8%	6.2%
November 2019	6.4%	5.8%
December 2019	8.4%	8.4%

Southern Indiana Overnight Trips by Season

Quarter	Total Overnight Visitor Mobile Devices	Total Day Visitor Mobile Devices
Quarter 1 (January - March 2019)	25.3%	25.5%
Quarter 2 (April - June 2019)	31.8%	32.5%
Quarter 3 (July - September 2019)	21.3%	21.7%
Quarter 4 (October - December 2019)	21.6%	20.4%

Average Length of Trip: Southern Indiana Trips



Overnight



Day

Trip Type: Southern Indiana Overnight Trips

Trip Type	Total Overnight Visitor Mobile Devices
Weekend (a trip of 5 days or less including a Saturday or Sunday)	46.4%
Weekday (a trip of 5 days or less <u>not</u> including a Saturday or Sunday)	43.4%
Extended (trip longer than 5 days)	10.2%

Trip Start Day of Week: Southern Indiana Overnight Trips

Day of Week	Total Overnight Visitor Mobile Devices	Total Day Visitor Mobile Devices
Monday	14.4%	12.2%
Tuesday	13.6%	12.1%
Wednesday	14.0%	12.9%
Thursday	14.3%	14.3%
Friday	16.8%	15.7%
Saturday	15.7%	18.0%
Sunday	11.1%	14.9%

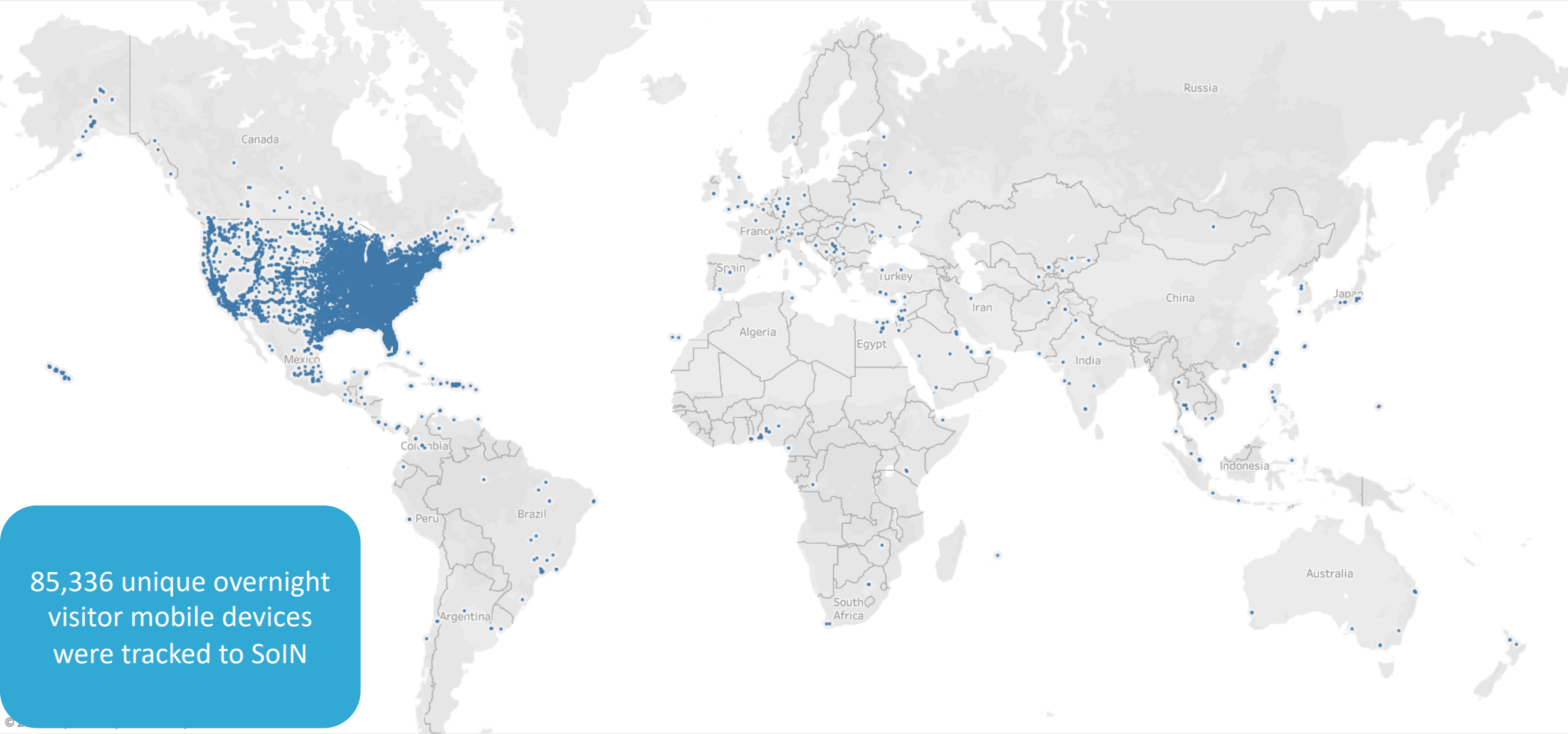


UberMedia

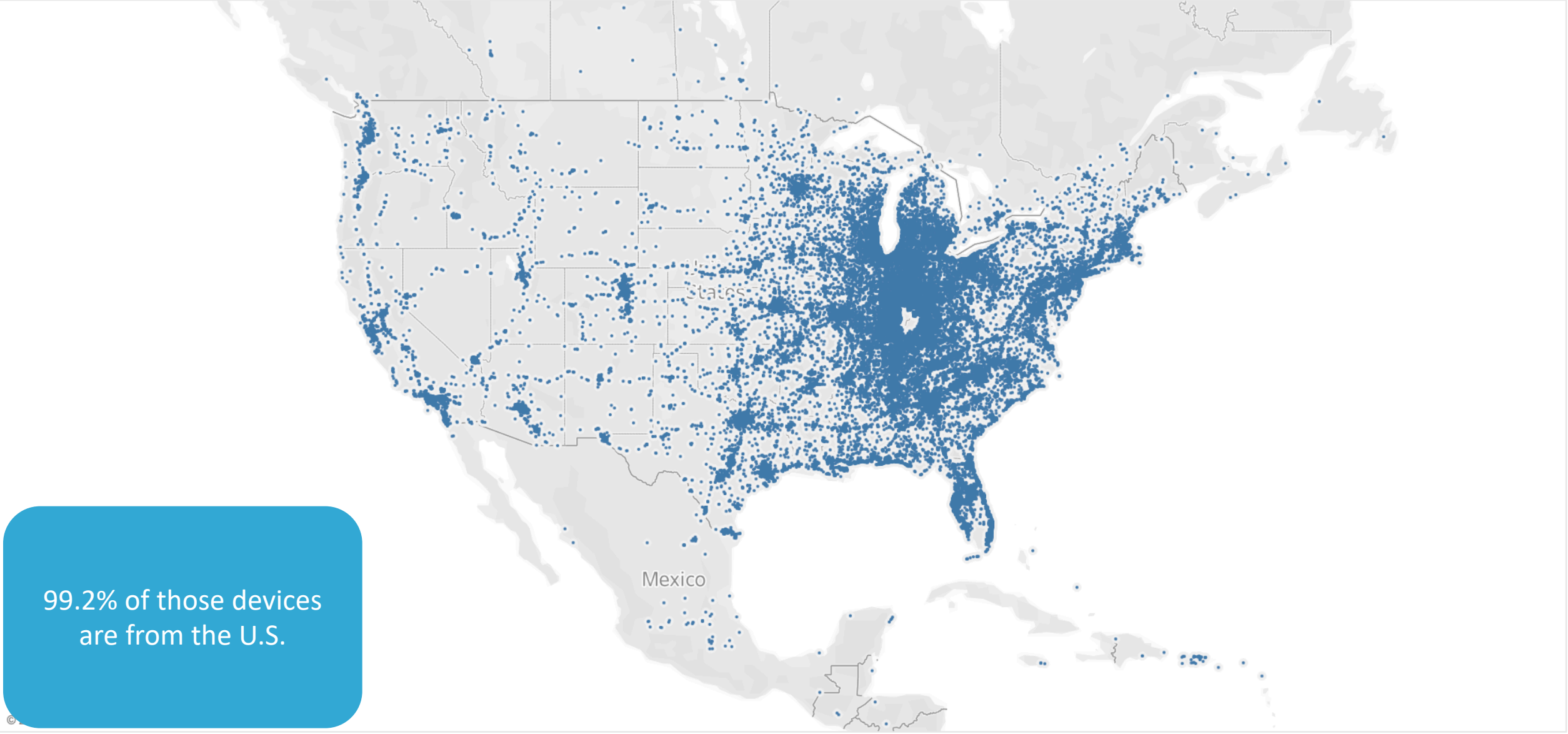
2019 Southern Indiana Overnight Visitation



SoIn Overnight Unique Visitors Origin Markets



SoIN Overnight Unique Visitors Origin Markets

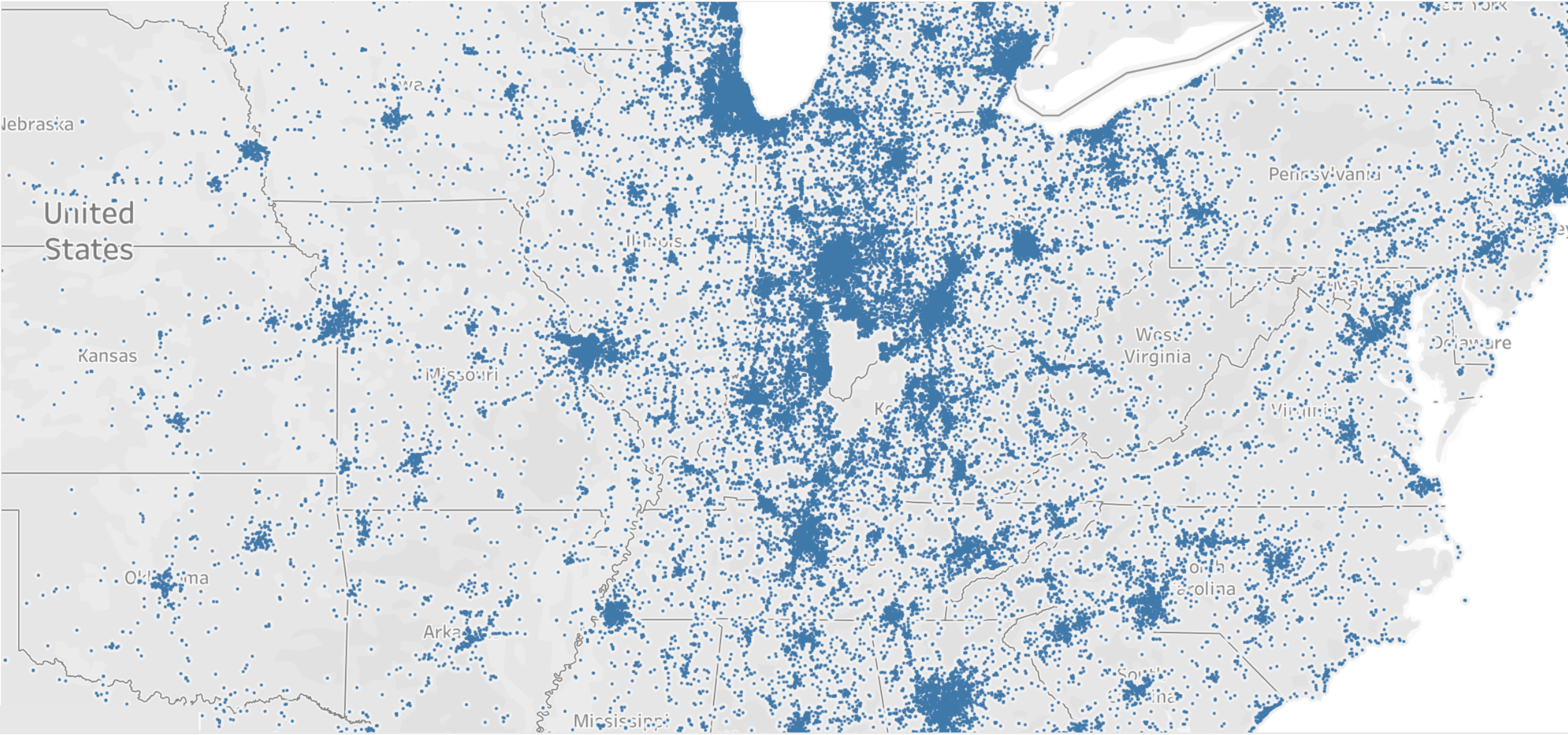


99.2% of those devices are from the U.S.

Origin States: Southern Indiana Unique Overnight Visitors

Top 10 States of Origin	Overnight Visitor Unique Mobile Devices
Indiana	23.6%
Kentucky	9.3%
Illinois	9.1%
Ohio	6.9%
Tennessee	5.7%
Florida	4.9%
Michigan	4.8%
Georgia	3.4%
Texas	3.2%
Missouri	2.8%

SoIN Overnight Unique Visitors Origin Markets



Origin DMAs: Southern Indiana Unique Overnight Visitors

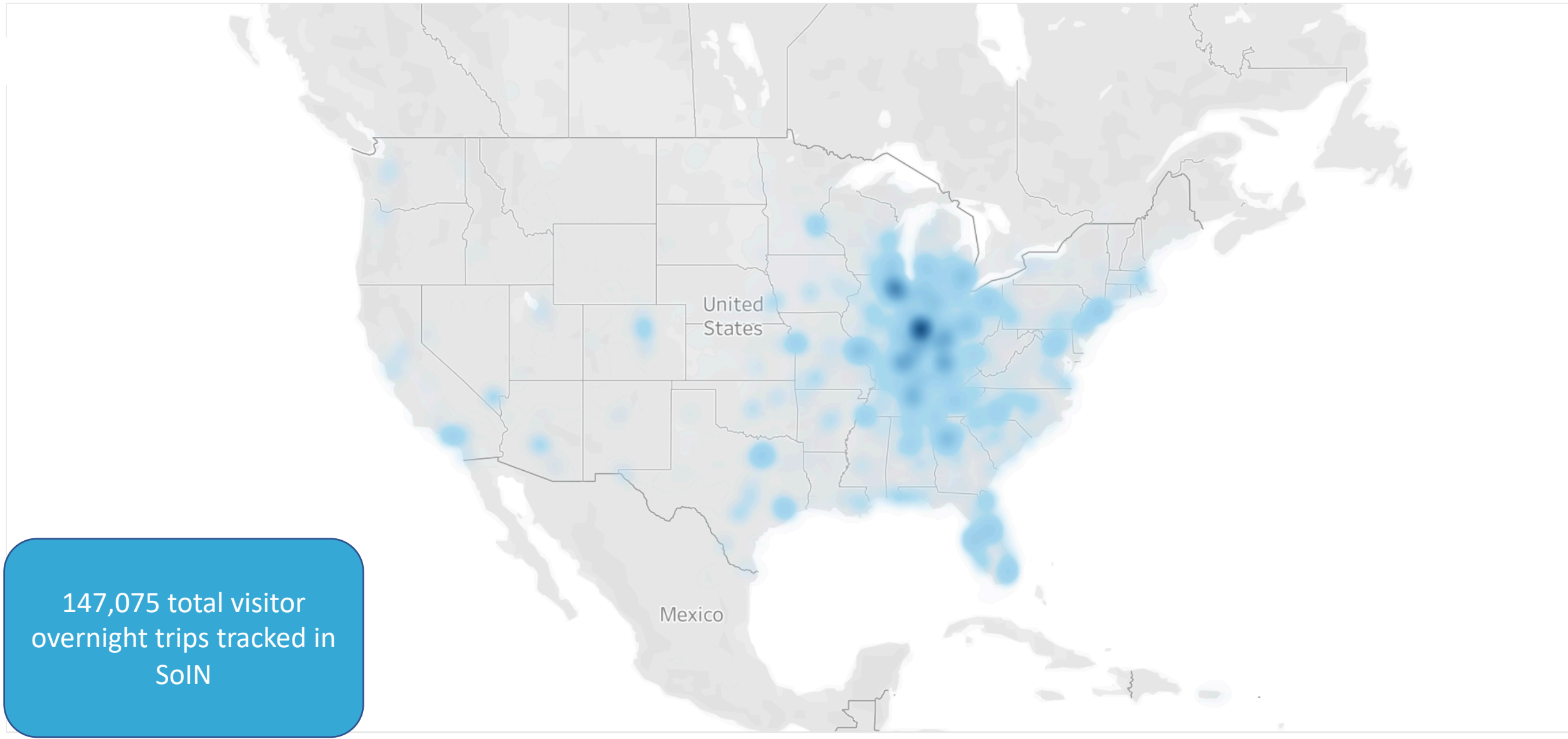
Top 10 DMAs of Origin	Overnight Visitor Unique Mobile Devices
Indianapolis, IN	12.7%
Chicago, IL	7.2%
Lexington, KY	4.0%
Evansville, IN	4.0%
Nashville, TN	3.6%
Cincinnati, OH	3.4%
Louisville, KY	2.6%
Atlanta, GA	2.5%
St. Louis, MO	2.0%
Detroit, MI	1.7%

Repeat Visitation: Southern Indiana Overnight Trips



Average number of trips taken by overnight visitors to Southern Indiana.

SoIn Overnight Trips Density Map



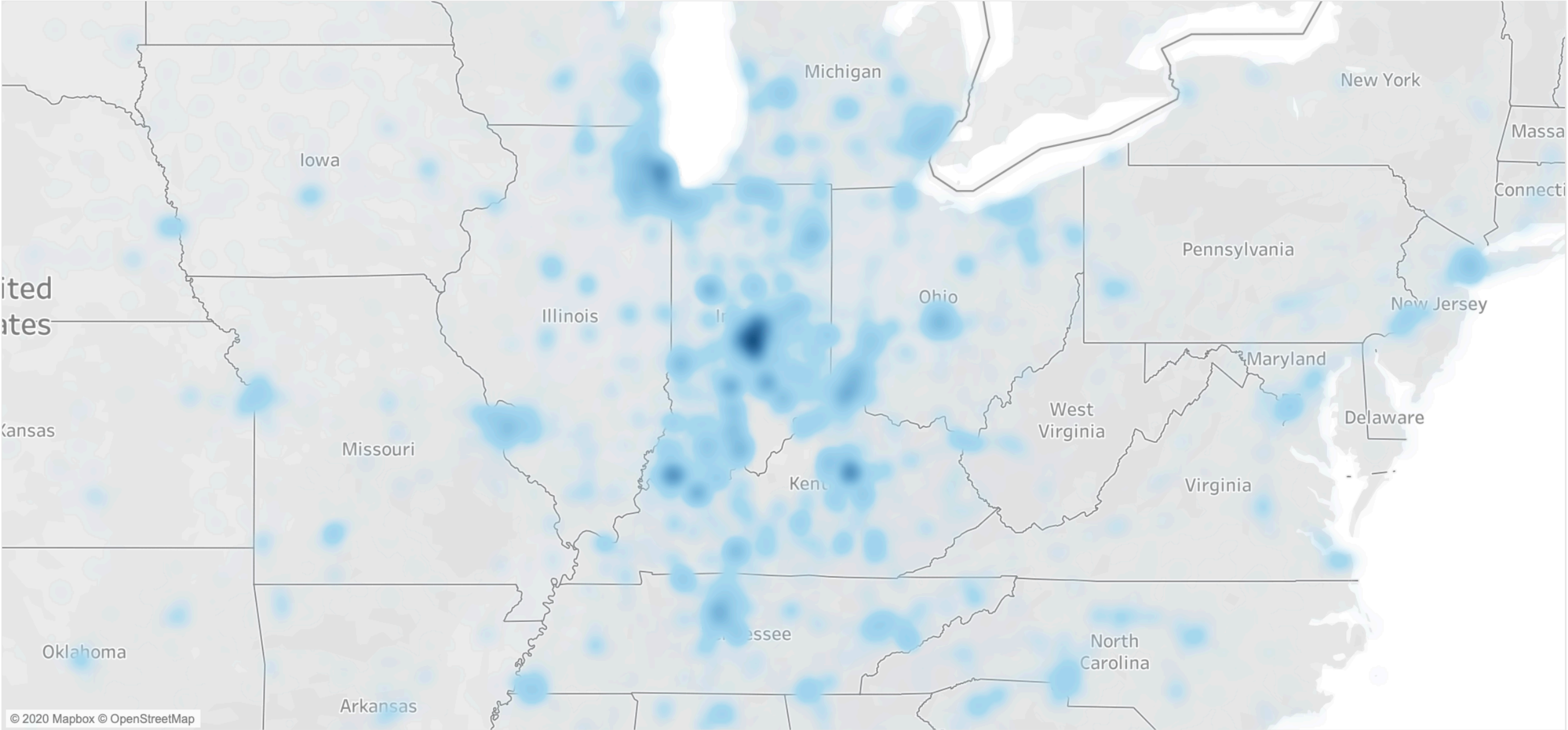
Origin States: Southern Indiana Overnight Trips

Top 10 States of Origin	Total Overnight Visitor Mobile Devices	Unique Overnight Visitor Mobile Devices
Indiana	26.8%	23.6%
Kentucky	10.9%	9.3%
Illinois	7.7%	9.1%
Ohio	7.2%	6.9%
Tennessee	5.9%	5.7%
Florida	5.2%	4.9%
Michigan	4.2%	4.8%
Georgia	3.0%	3.4%
Texas	2.8%	3.2%
Missouri	2.3%	2.8%

Origin States: Southern Indiana Overnight Trips by Quarter

Top 10 States of Origin	Q1	Q2	Q3	Q4
Indiana	26.4%	27.4%	27.4%	25.8%
Kentucky	11.2%	10.4%	11.2%	11.0%
Illinois	8.6%	7.6%	7.3%	7.1%
Ohio	7.1%	7.2%	6.9%	7.6%
Tennessee	5.4%	5.5%	6.4%	6.5%
Florida	5.3%	5.6%	4.8%	4.9%
Michigan	4.4%	4.7%	3.6%	3.6%
Georgia	2.9%	3.0%	3.3%	2.8%
Texas	3.0%	2.8%	2.8%	2.8%
Missouri	2.2%	2.4%	2.3%	2.1%

Soln Overnight Trips Density Map



Origin DMAs: Southern Indiana Overnight Trips

Top 10 DMAs of Origin	Total Overnight Visitor Mobile Devices	Unique Overnight Visitor Mobile Devices
Indianapolis, IN	13.8%	12.7%
Chicago, IL	6.2%	7.2%
Louisville, KY	5.0%	2.6%
Lexington, KY	4.6%	4.0%
Evansville, IN	4.4%	4.0%
Cincinnati, OH	3.7%	3.4%
Nashville, TN	3.6%	3.6%
Atlanta, GA	2.2%	2.5%
Columbus, OH	1.7%	1.5%
St. Louis, MO	1.6%	2.0%

Origin DMAs: Southern Indiana Overnight Trips by Quarter

Top 10 DMAs of Origin	Q1	Q2	Q3	Q4
Indianapolis, IN	13.3%	14.5%	14.0%	13.2%
Chicago, IL	7.0%	6.0%	5.9%	5.7%
Louisville, KY	5.3%	4.8%	5.1%	4.7%
Lexington, KY	4.6%	4.5%	4.9%	4.7%
Evansville, IN	4.4%	4.2%	4.6%	4.5%
Cincinnati, OH	3.6%	3.6%	3.7%	3.9%
Nashville, TN	3.4%	3.5%	3.8%	3.8%
Atlanta, GA	2.1%	2.1%	2.4%	2.0%
Columbus, OH	1.6%	1.6%	1.6%	1.9%
St. Louis, MO	1.6%	1.7%	1.6%	1.5%

Southern Indiana Overnight Trips by Month

Month	Total Overnight Visitor Mobile Devices
January 2019	7.0%
February 2019	7.9%
March 2019	10.4%
April 2019	10.2%
May 2019	11.1%
June 2019	10.5%
July 2019	8.2%
August 2019	6.7%
September 2019	6.4%
October 2019	6.8%
November 2019	6.4%
December 2019	8.4%

Southern Indiana City Overnight Trips by Season

Quarter	Total Overnight Visitor Mobile Devices
Quarter 1 (January - March 2019)	25.3%
Quarter 2 (April - June 2019)	31.8%
Quarter 3 (July - September 2019)	21.3%
Quarter 4 (October - December 2019)	21.6%

Average Length of Trip: Southern Indiana Overnight Trips

51.6
hours

2.2
days

Average Length of Trip: Southern Indiana City Overnight Trips by by Month

Month	Hours in Southern Indiana	Total Overnight Visitor Mobile Devices
January 2019	61.8	7.0%
February 2019	55.4	7.9%
March 2019	50.8	10.4%
April 2019	50.0	10.2%
May 2019	50.3	11.1%
June 2019	49.3	10.5%
July 2019	47.0	8.2%
August 2019	43.9	6.7%
September 2019	45.9	6.4%
October 2019	51.0	6.8%
November 2019	53.0	6.4%
December 2019	62.2	8.4%

Average Length of Trip: Southern Indiana Overnight Trips by Quarter

Quarter	Hours Spent in Southern Indiana	Total Overnight Visitor Mobile Devices
Quarter 1 (January - March 2019)	55.0	25.3%
Quarter 2 (April - June 2019)	49.9	31.8%
Quarter 3 (July - September 2019)	45.7	21.3%
Quarter 4 (October - December 2019)	56.0	21.6%

Average Length of Trip: Southern Indiana Overnight Trips by Origin States

Top 10 States of Origin	Hours Spent in Southern Indiana	Total Overnight Visitor Mobile Devices
Indiana	40.9	26.8%
Kentucky	40.8	10.9%
Illinois	44.7	7.7%
Ohio	45.7	7.2%
Tennessee	47.6	5.9%
Florida	69.5	5.2%
Michigan	53.0	4.2%
Georgia	52.3	3.0%
Texas	64.8	2.8%
Missouri	47.6	2.3%

Average Length of Trip: Southern Indiana Overnight Trips by Origin DMAs

Top 10 DMAs of Origin	Hours Spent in Southern Indiana	Total Overnight Visitor Mobile Devices
Indianapolis, IN	38.5	13.8%
Chicago, IL	48.1	6.2%
Louisville, KY	45.8	5.0%
Lexington, KY	42.2	4.6%
Evansville, IN	38.5	4.4%
Cincinnati, OH	39.2	3.7%
Nashville, TN	39.3	3.6%
Atlanta, GA	49.8	2.2%
Columbus, OH	43.5	1.7%
St. Louis, MO	44.7	1.6%

Trip Type: Southern Indiana Overnight Trips

Trip Type	Total Overnight Visitor Mobile Devices
Weekend (a trip of 5 days or less including a Saturday or Sunday)	46.4%
Weekday (a trip of 5 days or less <u>not</u> including a Saturday or Sunday)	43.4%
Extended (trip longer than 5 days)	10.2%

Trip Type: Southern Indiana Overnight Trips by Quarter

Trip Type	Q1	Q2	Q3	Q4
Weekend (a trip of 5 days or less including a Saturday or Sunday)	44.7%	47.7%	47.0%	45.8%
Weekday (a trip of 5 days or less <u>not</u> including a Saturday or Sunday)	44.1%	42.5%	44.8%	42.5%
Extended (trip longer than 5 days)	11.3%	9.8%	8.2%	11.6%

Average Length of Trip: Southern Indiana Overnight Trips by Trip Type

Trip Type	Time Spent in Southern Indiana	Total Overnight Visitor Mobile Devices
Weekend (a trip of 5 days or less including a Saturday or Sunday)	40.5	46.4%
Weekday (a trip of 5 days or less <u>not</u> including a Saturday or Sunday)	28.8	43.4%
Extended (trip longer than 5 days)	198.4	10.2%

Trip Type: Southern Indiana Overnight Trips by Origin States

Origin State	Weekend	Weekday	Extended
Indiana	49.7%	46.4%	3.8%
Kentucky	47.1%	49.2%	3.7%
Illinois	47.2%	43.5%	9.3%
Ohio	47.5%	45.4%	7.1%
Tennessee	47.0%	44.8%	8.3%
Florida	45.0%	35.6%	19.4%
Michigan	46.4%	41.8%	11.8%
Georgia	44.7%	42.5%	12.8%
Texas	42.5%	39.3%	18.2%
Missouri	50.0%	40.7%	9.3%

Trip Type: Southern Indiana Overnight Trips by DMA

Origin DMAs	Weekend	Weekday	Extended
Indianapolis, IN	51.1%	46.2%	2.7%
Chicago, IL	45.9%	43.2%	10.9%
Louisville, KY	38.8%	56.7%	4.6%
Lexington, KY	47.0%	49.0%	4.0%
Evansville, IN	53.3%	43.8%	3.0%
Cincinnati, OH	49.2%	47.5%	3.3%
Nashville, TN	48.4%	47.5%	4.1%
Atlanta, GA	43.7%	44.5%	11.8%
Columbus, OH	49.6%	45.7%	4.7%
St. Louis, MO	52.0%	39.7%	8.3%

Start Day of Trip: Southern Indiana Overnight Trips

Day of Week	Total Overnight Visitor Mobile Devices
Monday	14.4%
Tuesday	13.6%
Wednesday	14.0%
Thursday	14.3%
Friday	16.8%
Saturday	15.7%
Sunday	11.1%

Start Day of Trip: Southern Indiana Overnight Trips by Quarter

Day of Week	Q1	Q2	Q3	Q4
Monday	14.0%	13.5%	15.9%	14.8%
Tuesday	14.7%	12.9%	13.5%	13.6%
Wednesday	14.5%	14.2%	13.1%	14.2%
Thursday	14.4%	14.7%	13.6%	14.5%
Friday	16.5%	17.2%	16.8%	16.5%
Saturday	15.2%	16.2%	15.9%	15.2%
Sunday	10.6%	11.3%	11.2%	11.1%

Average Length of Trip: Southern Indiana Overnight Trips by Start Day of Trip

Day of Week	Hours in Southern Indiana	Total Overnight Visitor Mobile Devices
Monday	57.5	14.4%
Tuesday	54.4	13.6%
Wednesday	54.0	14.0%
Thursday	50.1	14.3%
Friday	47.0	16.8%
Saturday	43.1	15.7%
Sunday	58.5	11.1%

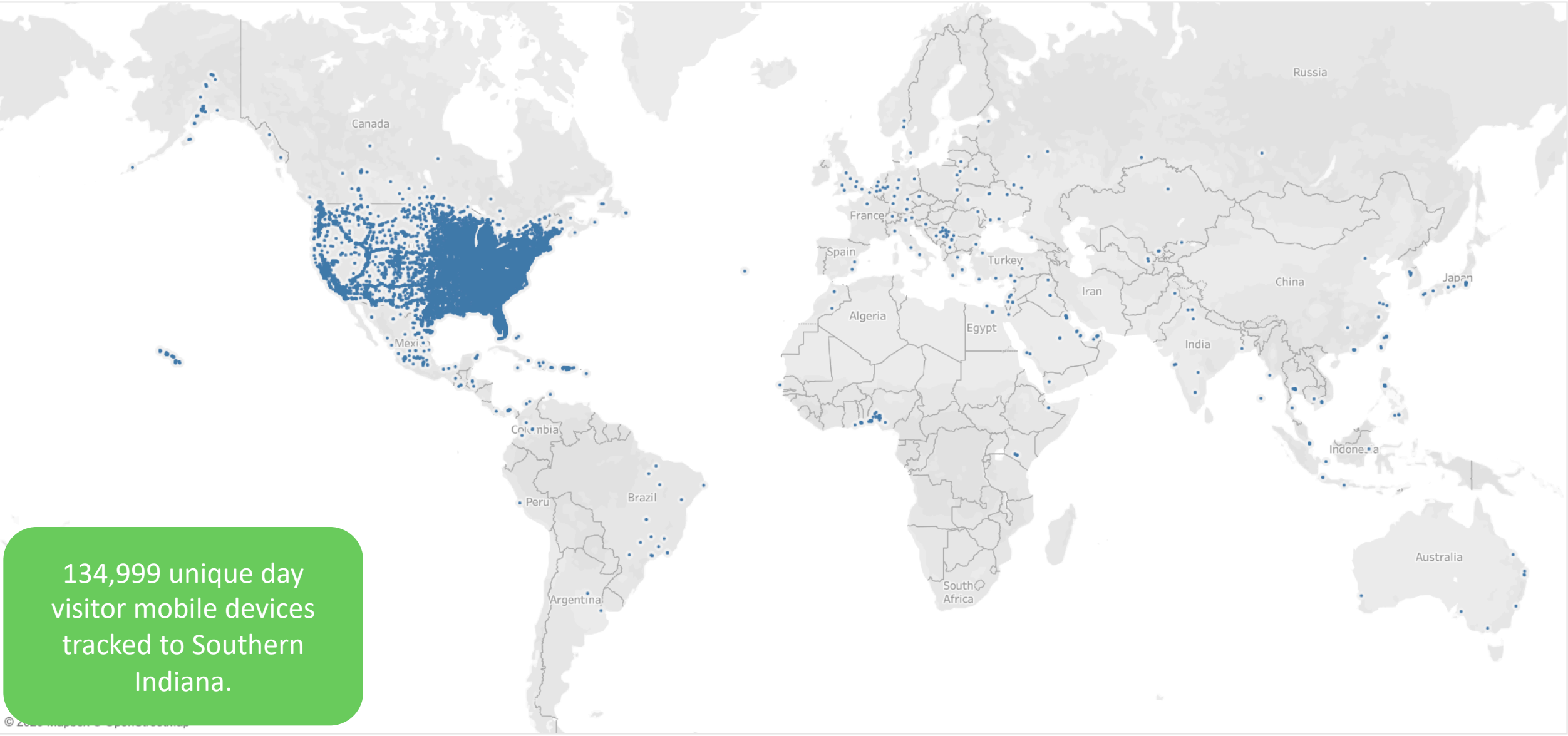


UberMedia

2019 Southern Indiana Day Visitation



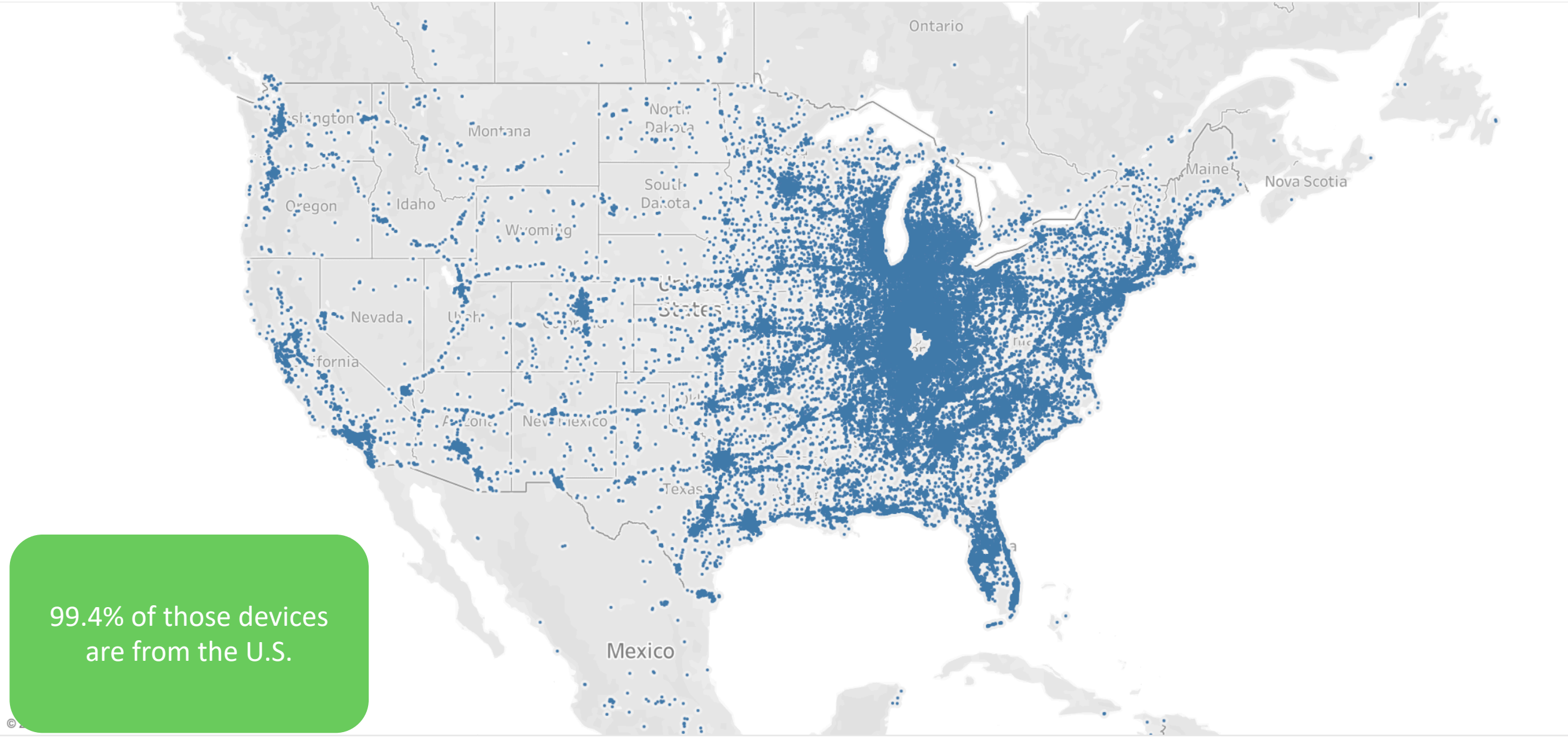
SoIN Day Unique Visitors Origin Markets



134,999 unique day
visitor mobile devices
tracked to Southern
Indiana.



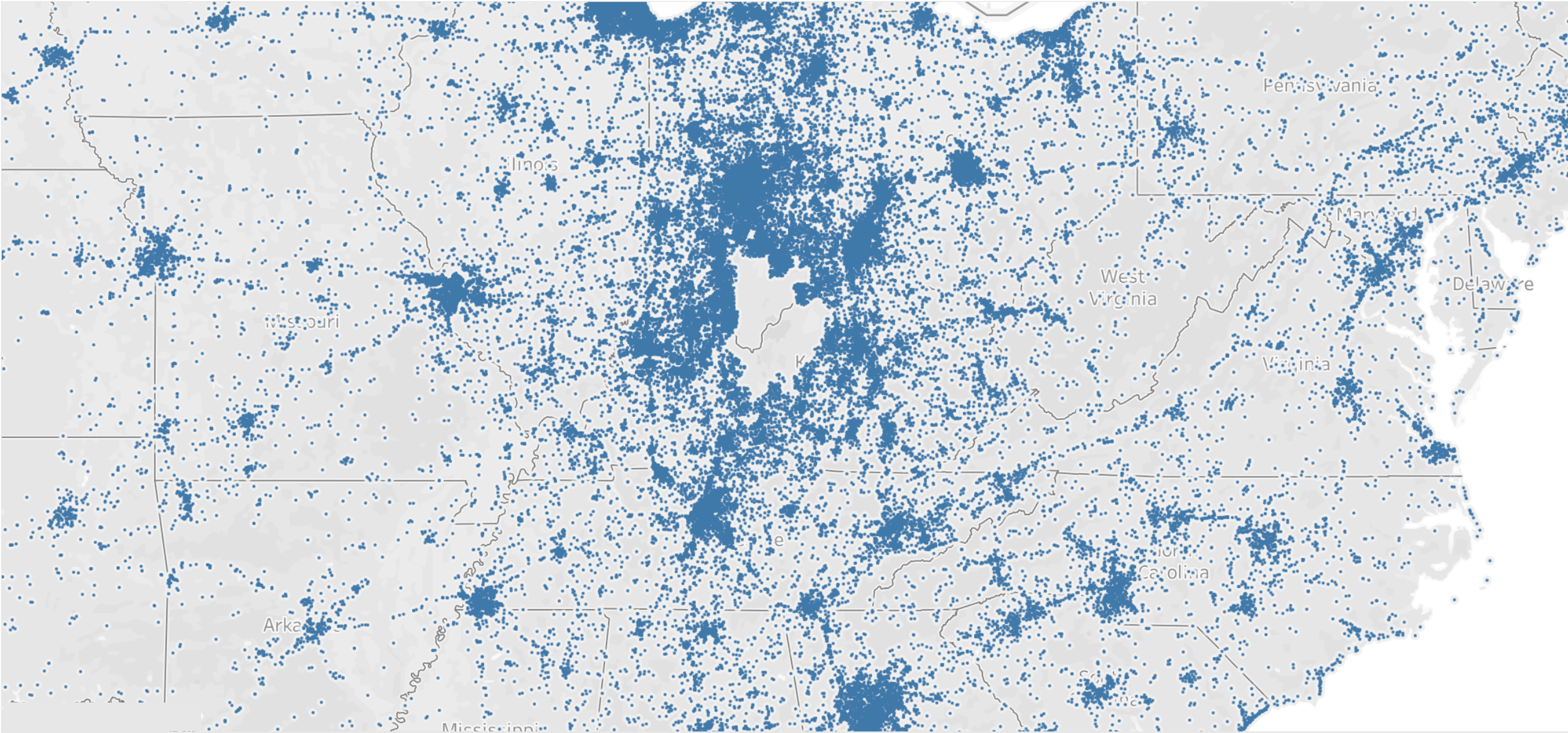
SoIN Day Unique Visitors Origin Markets



Origin States: Southern Indiana Unique Day Visitors

Top 10 States of Origin	Day Visitor Unique Mobile Devices
Indiana	30.0%
Kentucky	11.9%
Illinois	8.9%
Ohio	5.6%
Tennessee	5.4%
Michigan	4.7%
Florida	4.2%
Georgia	3.0%
Texas	2.6%
Wisconsin	2.5%

SoIN Day Unique Visitors Origin Markets



Origin DMAs: Southern Indiana Unique Day Visitors

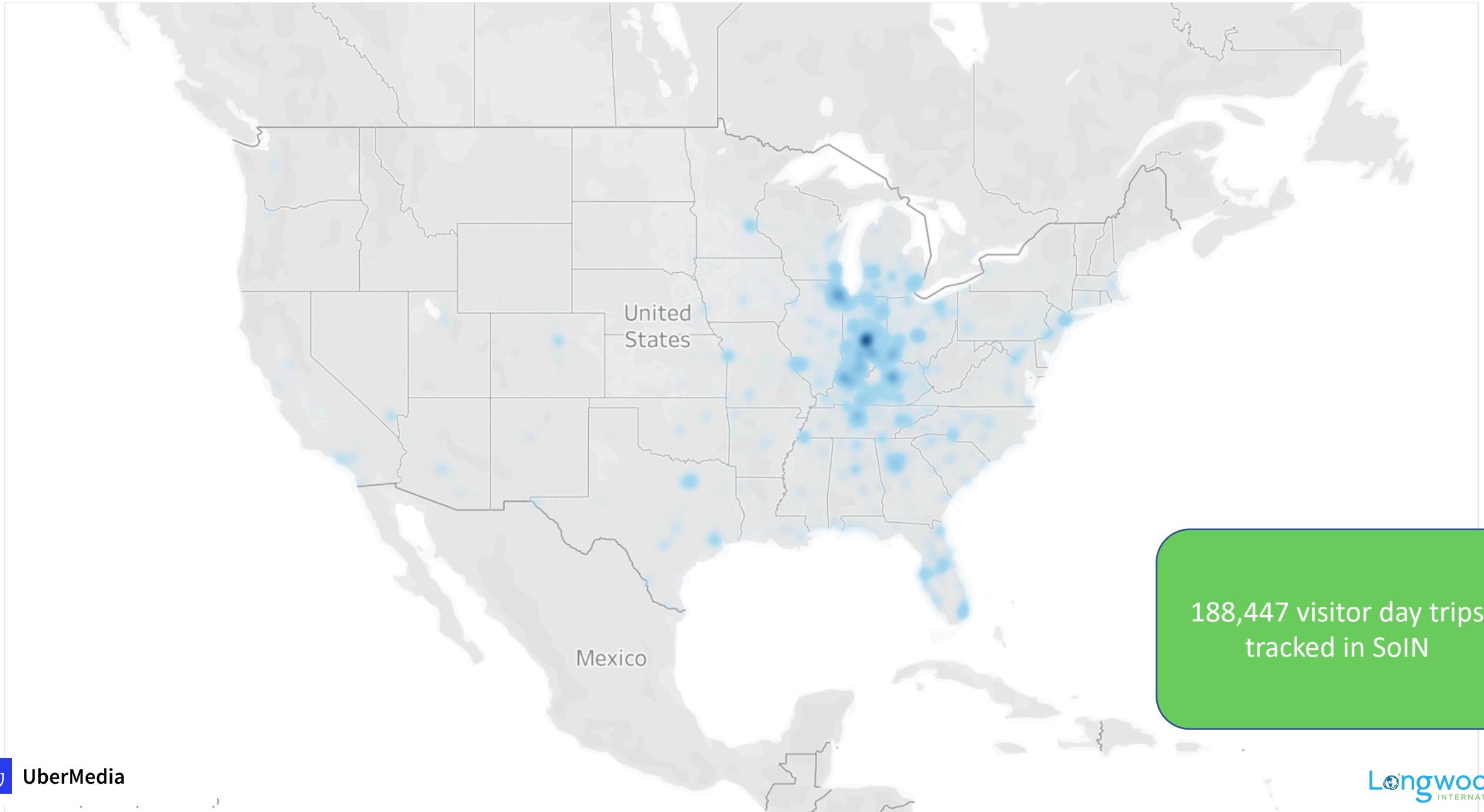
Top 10 DMAs of Origin	Day Visitor Unique Mobile Devices
Indianapolis, IN	17.1%
Chicago, IL	7.4%
Evansville, IN	5.9%
Lexington, KY	5.0%
Cincinnati, OH	3.7%
Louisville, KY	3.7%
Nashville, TN	3.6%
Atlanta, GA	2.2%
Grand Rapids-Kalamazoo-Battle Creek, MI	1.7%
Terre Haute, IN	1.7%

Repeat Visitation: Southern Indiana Day Trips



Average number of trips taken by day visitors to Southern Indiana.

SolN Day Trips Density Map



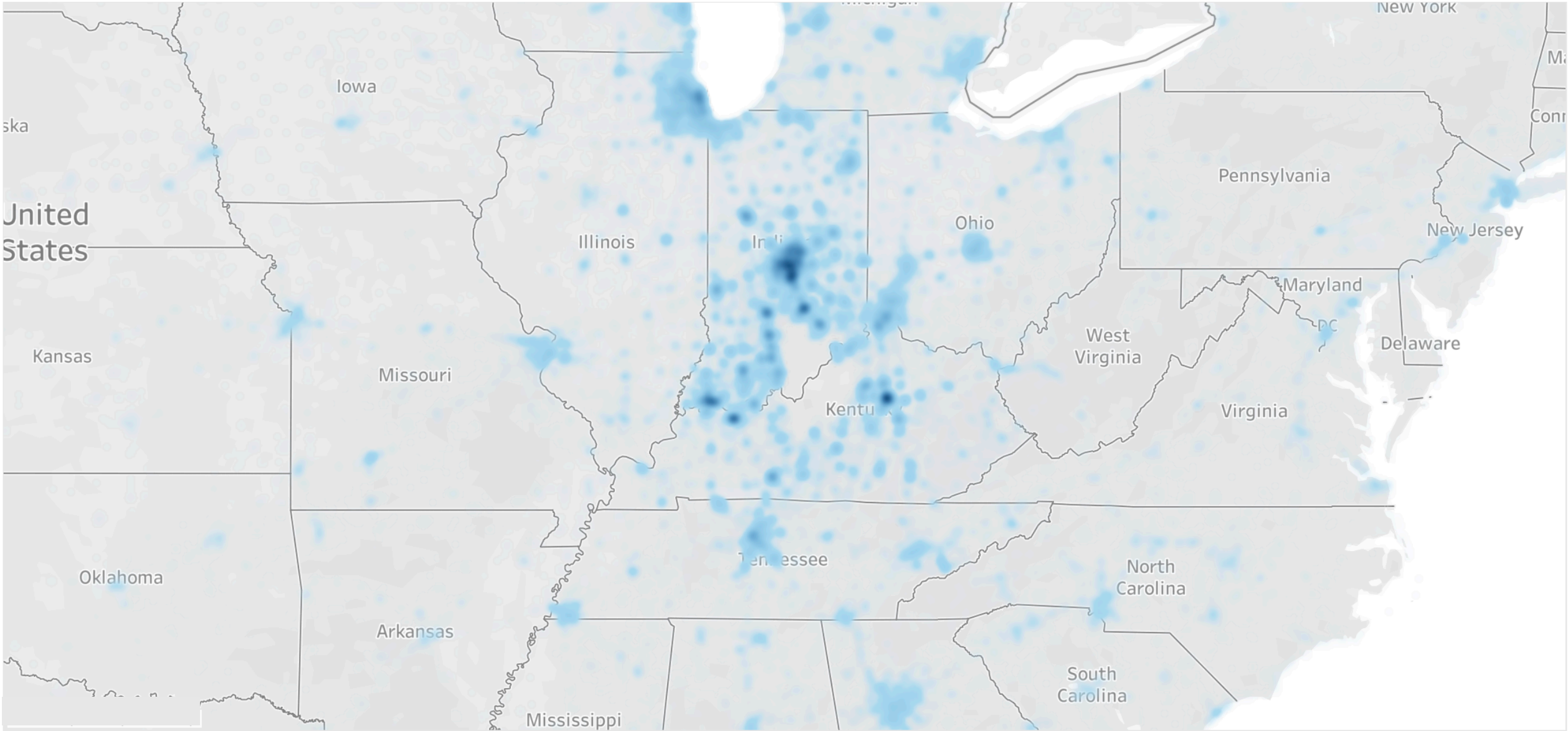
Origin States: Southern Indiana Day Trips

Top 10 States of Origin	Total Day Visitor Mobile Devices	Unique Day Visitor Mobile Devices
Indiana	35.2%	30.0%
Kentucky	13.4%	11.9%
Illinois	7.7%	8.9%
Ohio	5.5%	5.6%
Tennessee	5.3%	5.4%
Michigan	4.0%	4.7%
Florida	3.8%	4.2%
Georgia	2.6%	3.0%
Texas	2.2%	2.6%
Wisconsin	2.0%	2.5%

Origin States: Southern Indiana Day Trips by Quarter

Top 10 States of Origin	Q1	Q2	Q3	Q4
Indiana	35.0%	34.8%	35.0%	36.1%
Kentucky	12.5%	12.5%	14.3%	15.0%
Illinois	9.0%	7.6%	7.5%	6.7%
Ohio	5.2%	5.5%	5.7%	5.6%
Tennessee	4.8%	5.4%	5.8%	5.1%
Michigan	5.0%	4.7%	2.9%	2.6%
Florida	3.9%	4.0%	3.7%	3.5%
Georgia	2.6%	2.6%	2.9%	2.5%
Texas	2.1%	2.4%	2.1%	2.3%
Wisconsin	2.5%	2.2%	1.8%	1.5%

SoIN Day Trips Density Map



Origin DMAs: Southern Indiana Day Trips

Top 10 DMAs of Origin	Total Day Visitor Mobile Devices	Unique Day Visitor Mobile Devices
Indianapolis, IN	19.0%	17.1%
Evansville, IN	7.4%	5.9%
Louisville, KY	6.5%	3.7%
Chicago, IL	6.3%	7.4%
Lexington, KY	5.4%	5.0%
Cincinnati, OH	4.0%	3.7%
Nashville, TN	3.6%	3.6%
Atlanta, GA	1.9%	2.2%
Terre Haute, IN	1.7%	1.7%
Grand Rapids-Kalamazoo-Battle Creek, MI	1.4%	1.7%

Origin DMAs: Southern Indiana Day Trips by Quarter

Top 10 DMAs of Origin	Q1	Q2	Q3	Q4
Indianapolis, IN	18.8%	19.5%	18.7%	18.6%
Evansville, IN	6.9%	6.7%	7.6%	8.8%
Louisville, KY	6.1%	6.0%	6.9%	7.4%
Chicago, IL	7.6%	6.1%	6.0%	5.3%
Lexington, KY	5.0%	5.2%	5.9%	5.9%
Cincinnati, OH	3.7%	4.0%	4.2%	4.4%
Nashville, TN	3.4%	3.7%	3.9%	3.5%
Atlanta, GA	1.9%	1.9%	2.1%	1.8%
Terre Haute, IN	1.7%	1.6%	1.7%	1.9%
Grand Rapids-Kalamazoo-Battle Creek, MI	2.1%	1.7%	0.8%	0.9%

Southern Indiana Day Trips by Month

Month	Total Day Visitor Mobile Devices
January 2019	6.1%
February 2019	7.7%
March 2019	11.6%
April 2019	10.7%
May 2019	11.1%
June 2019	10.6%
July 2019	7.9%
August 2019	7.7%
September 2019	6.0%
October 2019	6.2%
November 2019	5.8%
December 2019	8.4%

Southern Indiana City Day Trips by Season

Quarter	Total Day Visitor Mobile Devices
Quarter 1 (January - March 2019)	25.5%
Quarter 2 (April - June 2019)	32.5%
Quarter 3 (July - September 2019)	21.7%
Quarter 4 (October - December 2019)	20.4%

Average Length of Trip: Southern Indiana Day Trips

4.8
hours

Average Length of Trip: Southern Indiana Day Trips by by Month

Month	Hours in Southern Indiana	Total Day Visitor Mobile Devices
January 2019	5.3	6.1%
February 2019	5.5	7.7%
March 2019	4.9	11.6%
April 2019	4.7	10.7%
May 2019	4.8	11.1%
June 2019	4.7	10.6%
July 2019	4.5	7.9%
August 2019	4.6	7.7%
September 2019	4.5	6.0%
October 2019	4.6	6.2%
November 2019	5.0	5.8%
December 2019	4.9	8.4%

Average Length of Trip: Southern Indiana Day Trips by Quarter

Quarter	Hours Spent in Southern Indiana	Total Day Visitor Mobile Devices
Quarter 1 (January - March 2019)	5.2	25.5%
Quarter 2 (April - June 2019)	4.7	32.5%
Quarter 3 (July - September 2019)	4.6	21.7%
Quarter 4 (October - December 2019)	4.8	20.4%

Average Length of Trip: Southern Indiana Day Trips by Origin States

Top 10 States of Origin	Hours Spent in Southern Indiana	Total Day Visitor Mobile Devices
Indiana	4.9	35.2%
Kentucky	4.9	13.4%
Illinois	4.7	7.7%
Ohio	4.8	5.5%
Tennessee	4.7	5.3%
Michigan	4.6	4.0%
Florida	4.7	3.8%
Georgia	4.8	2.6%
Texas	4.7	2.2%
Wisconsin	4.6	2.0%

Average Length of Trip: Southern Indiana Day Trips by Origin DMAs

Top 10 DMAs of Origin	Hours Spent in Southern Indiana	Total Day Visitor Mobile Devices
Indianapolis, IN	5.0	19.0%
Evansville, IN	5.2	7.4%
Louisville, KY	4.7	6.5%
Chicago, IL	4.6	6.3%
Lexington, KY	4.9	5.4%
Cincinnati, OH	4.8	4.0%
Nashville, TN	4.8	3.6%
Atlanta, GA	4.8	1.9%
Terre Haute, IN	4.8	1.7%
Grand Rapids-Kalamazoo-Battle Creek, MI	4.5	1.4%

Start Day of Trip: Southern Indiana Day Trips

Day of Week	Total Day Visitor Mobile Devices
Monday	12.2%
Tuesday	12.1%
Wednesday	12.9%
Thursday	14.3%
Friday	15.7%
Saturday	18.0%
Sunday	14.9%

Start Day of Trip: Southern Indiana Day Trips by Quarter

Day of Week	Q1	Q2	Q3	Q4
Monday	11.0%	12.4%	13.4%	12.1%
Tuesday	11.6%	11.7%	12.2%	13.1%
Wednesday	13.3%	12.9%	13.5%	11.9%
Thursday	15.4%	14.6%	13.4%	13.2%
Friday	16.7%	15.3%	14.8%	15.8%
Saturday	18.4%	17.0%	17.9%	19.0%
Sunday	13.5%	16.1%	14.8%	14.9%

Average Length of Trip: Southern Indiana Day Trips by Start Day of Trip

Day of Week	Hours in Southern Indiana	Total Overnight Visitor Mobile Devices
Monday	4.7	12.2%
Tuesday	4.8	12.1%
Wednesday	4.8	12.9%
Thursday	4.8	14.3%
Friday	4.8	15.7%
Saturday	5.0	18.0%
Sunday	4.7	14.9%



UberMedia