

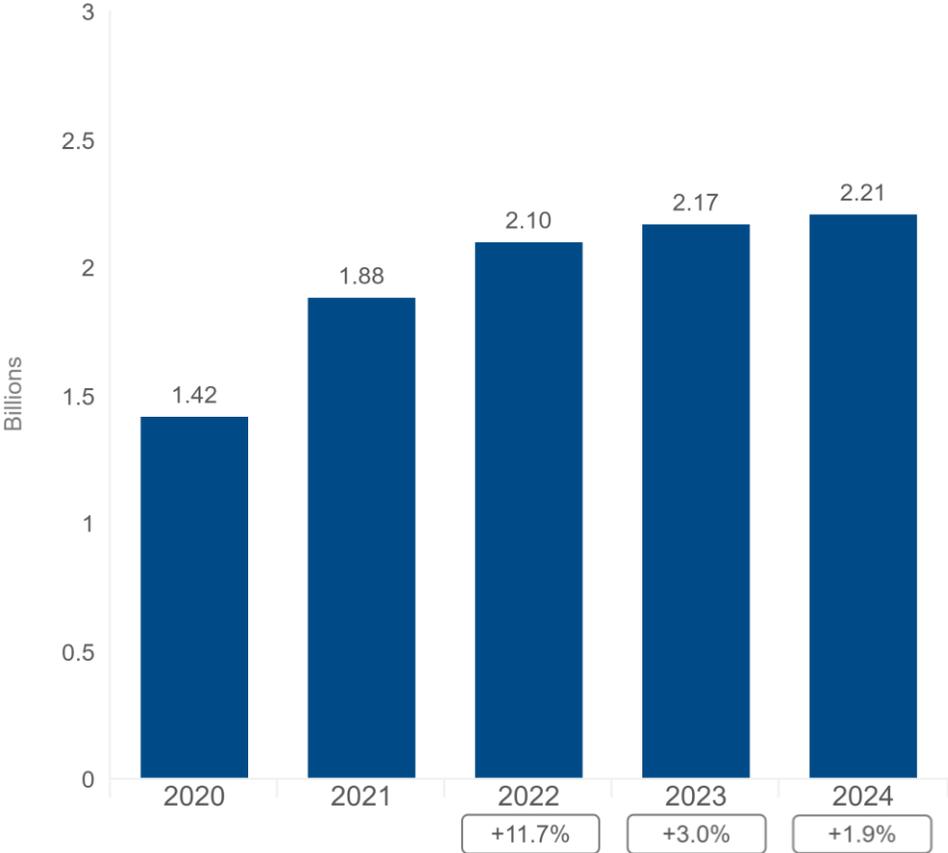


Travel USA Visitor Profile

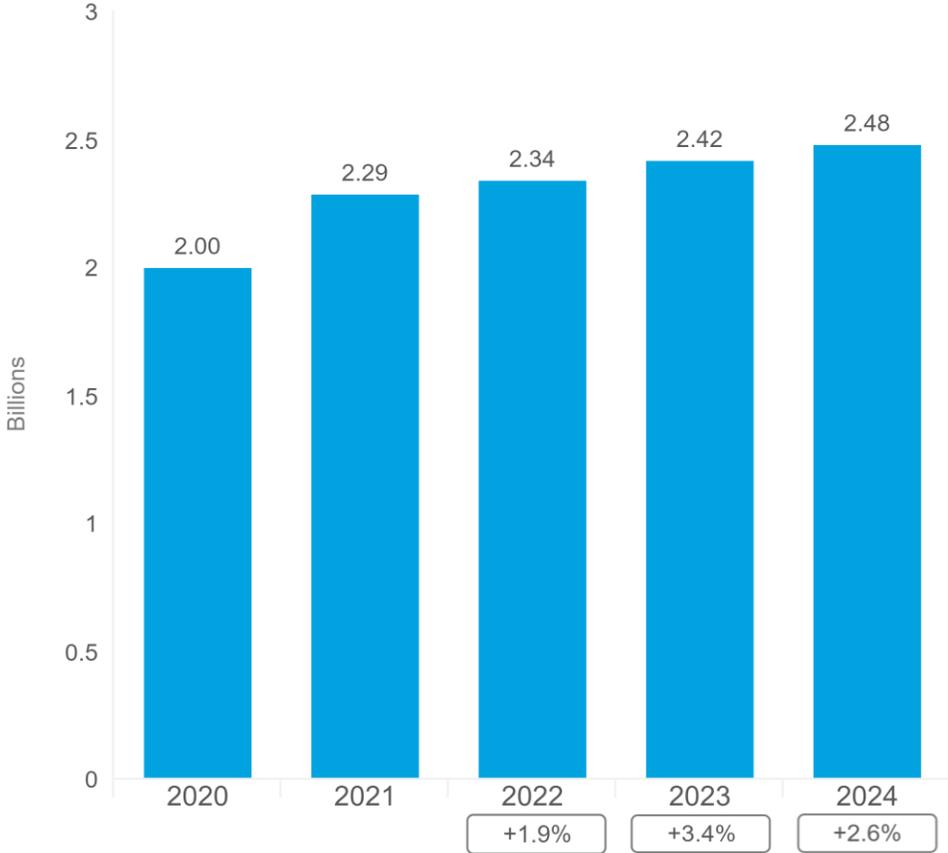


2024

Total Size of U.S. Overnight Travel Market



Total Size of U.S. Day Travel Market



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 or 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 2024.

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 2024:



Overnight Base Size

950



Day Base Size

532

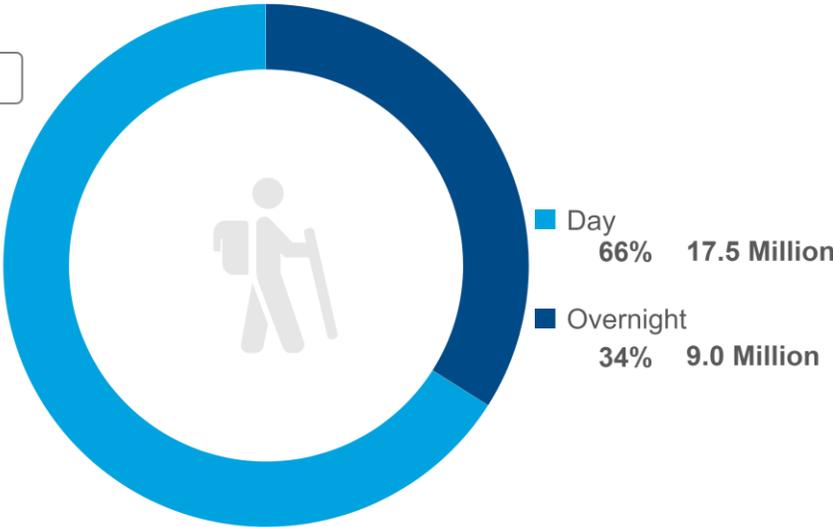
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of Cincinnati 2024 Domestic Travel Market

Total Person-Trips

26.5 Million

+2.5% vs. last year

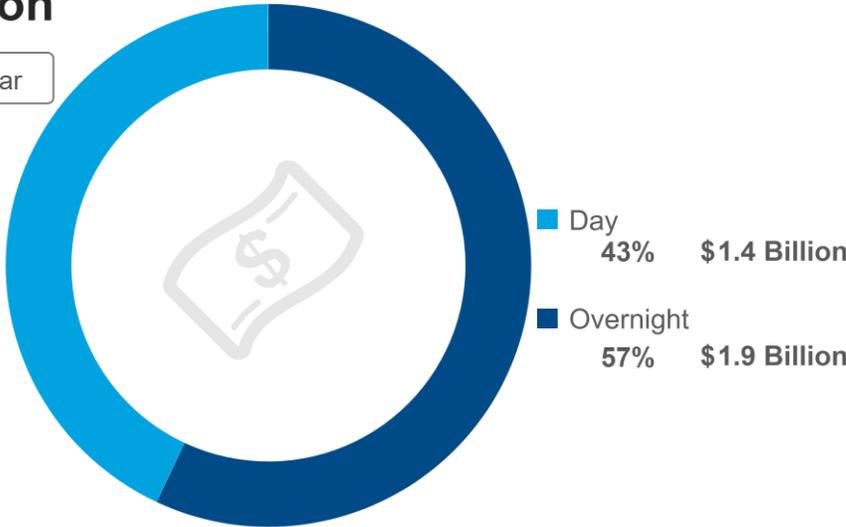


Total Expenditures for Cincinnati 2024 Domestic Travel Market

Total Spending

\$ 3.3 Billion

+4.0% vs. last year





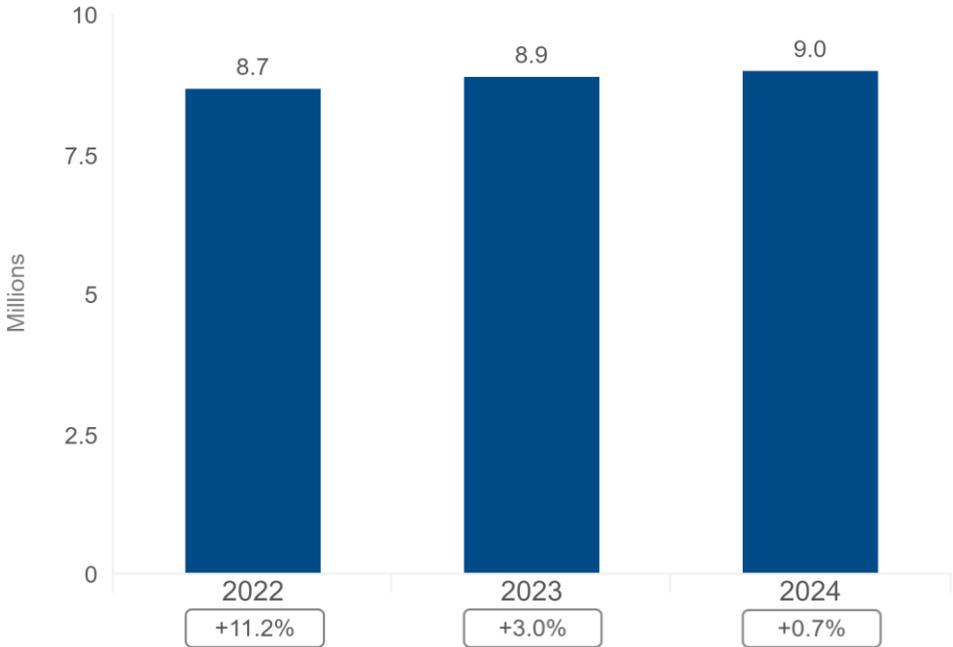
Travel USA Visitor Profile

Overnight Visitation



2024

Overnight Trips to Cincinnati



Past Visitation to Cincinnati

79% of overnight travelers to Cincinnati are repeat visitors

57% of overnight travelers to Cincinnati had visited before in the past 12 months

Domestic Overnight Expenditures - by Sector

Total Spending

\$ 1.881 Billion

+2.3% vs. last year



Lodging	41%	\$771 Million
Transportation at Destination	9%	\$178 Million
Restaurant Food & Beverage	23%	\$441 Million
Retail Purchase	13%	\$239 Million
Recreation/Entertainment	13%	\$251 Million

vs. last year

+1.0%

+4.1%

+4.0%

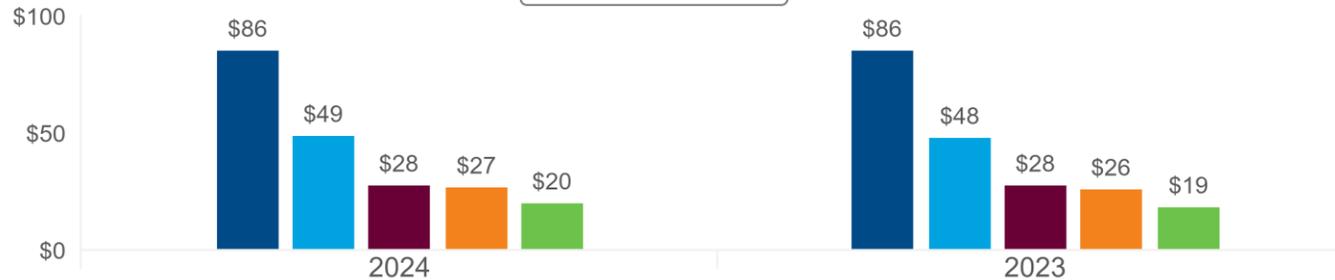
+3.3%

+1.5%

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

Average Per Person Per Trip: \$209

Last year: \$206



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

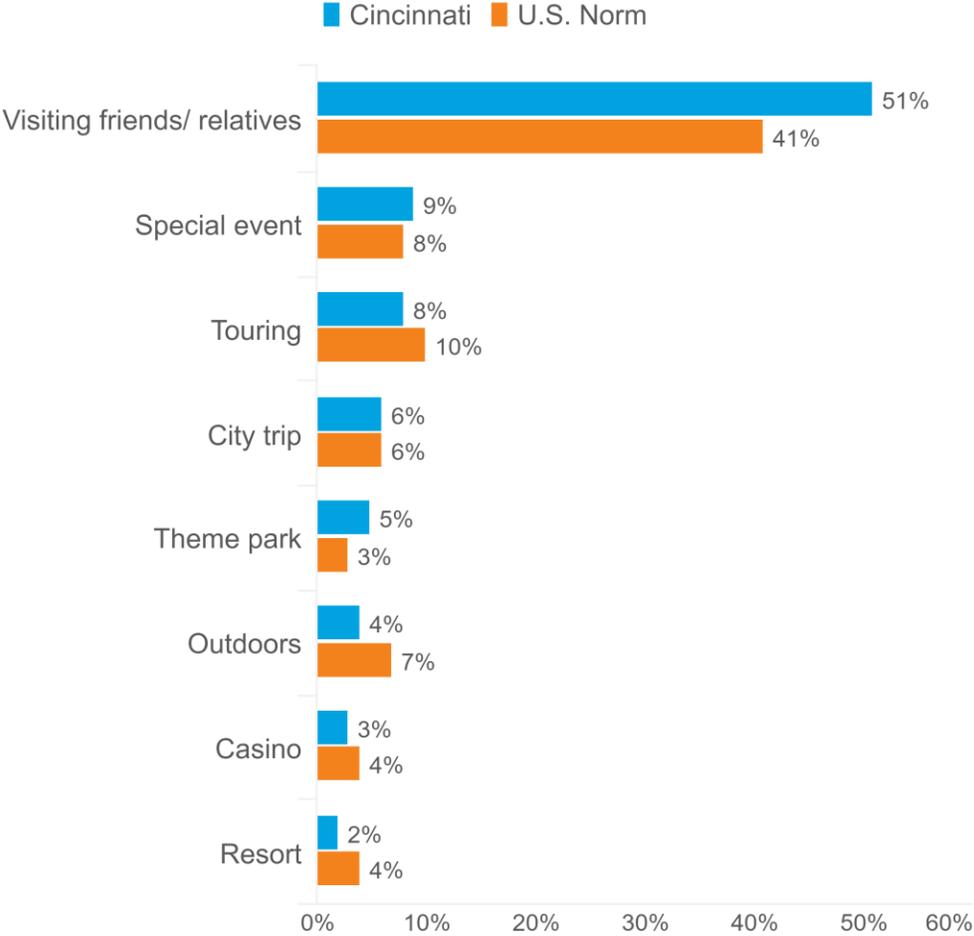
Average Per Person Per Trip:

Leisure \$196

Main Purpose of Trip

	2024
Visiting friends/ relatives	51%
Special event	9%
Touring	8%
City trip	6%
Other business trip	6%
Theme park	5%
Outdoors	4%
Casino	3%
Business-Leisure	3%
Conference/ Convention	2%
Resort	2%
Golf Trip	1%
Cruise	1%
Ski/Snowboarding	1%

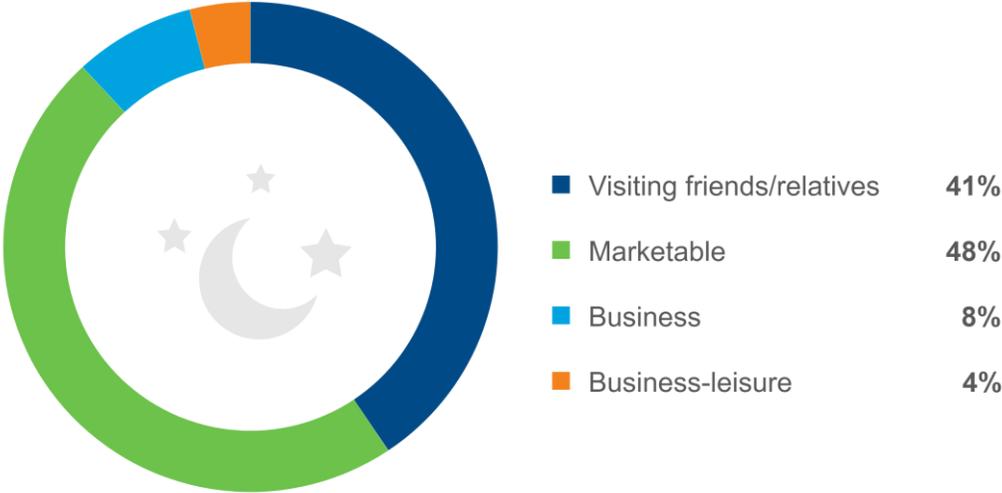
Main Purpose of Leisure Trip (Top 8)



2024 Cincinnati Overnight Trips

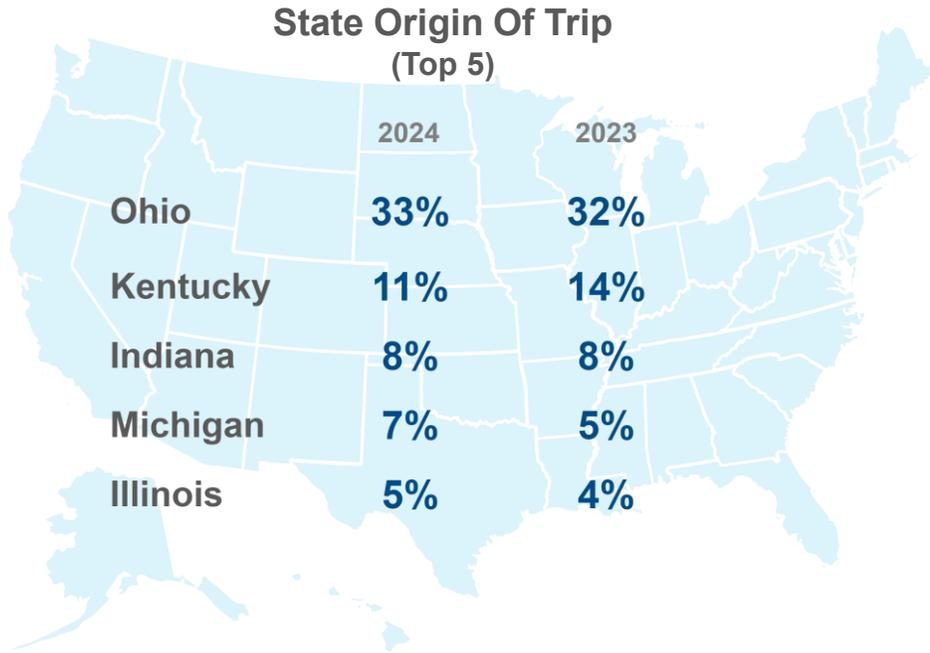


2024 U.S. Overnight Trips



Cincinnati's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips



Season of Trip
Total Overnight Person-Trips

DMA Origin Of Trip (Top 10)

DMA	2024	2023
Cincinnati, OH/KY	12%	10%
Cleveland, OH	8%	8%
Columbus, OH	7%	9%
Lexington, KY	6%	4%
Indianapolis-Lafayette, IN	5%	5%
New York, NY	4%	2%
Dayton, OH	4%	3%
Chicago, IL	4%	2%
Louisville, KY	3%	5%
Detroit, MI	3%	3%

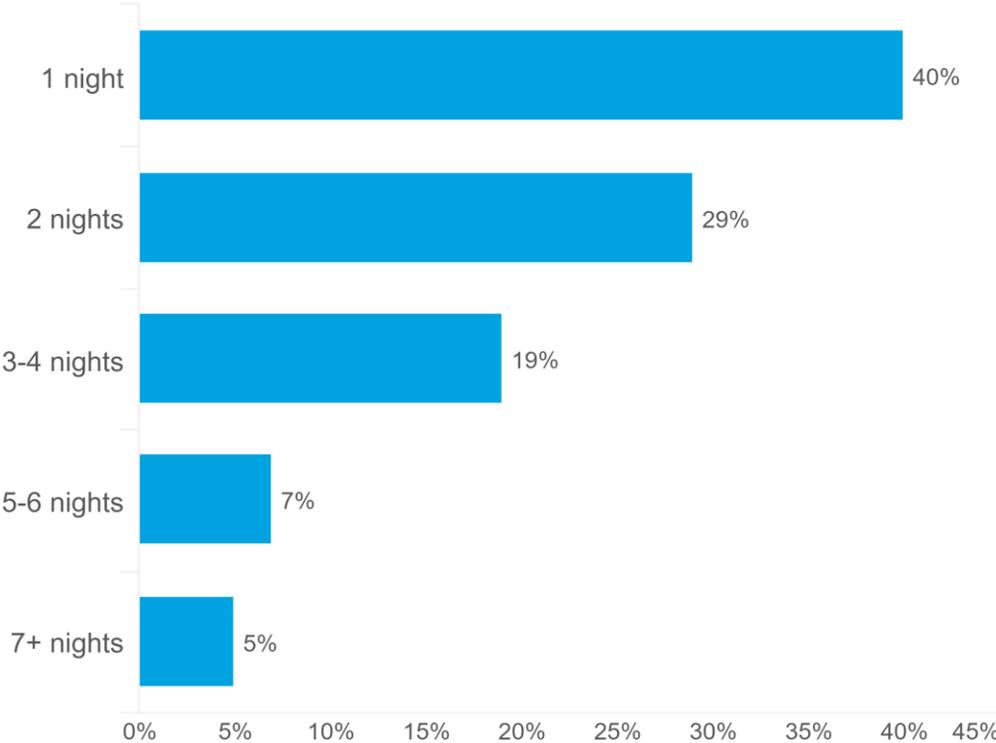
Total Nights Away on Trip

78%
of time is spent in
the destination



Of the nights
spent in the
destination

Nights Spent in Cincinnati



Cincinnati
3.3
Average Nights

U.S. Norm
3.7
Average Nights

Average number
of nights
2.6

Average last
year
2.4

Size of Travel Party

■ Adults ■ Children

*Children is based on age, anyone under the age of 18

Cincinnati



Total **2.6**

Average number of people

U.S. Norm



Total **2.8**

Average number of people

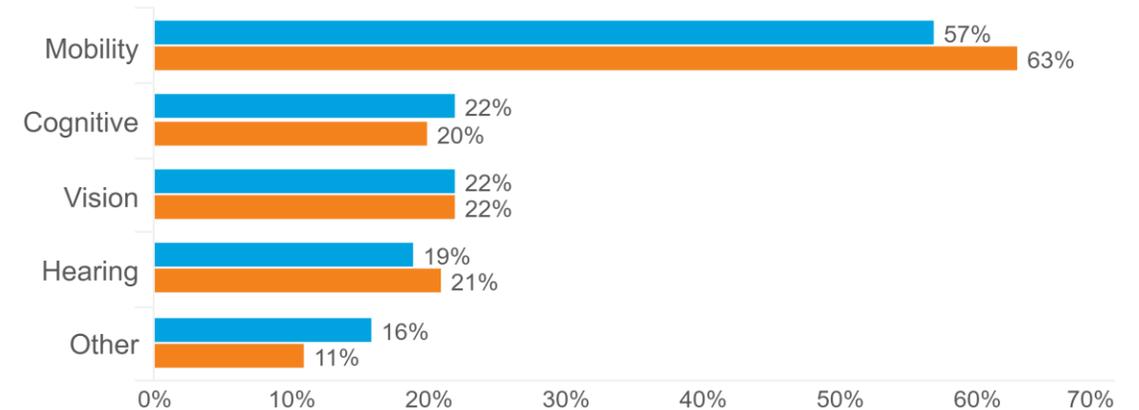


19% of travel parties had a travel party member that required accessibility services
U.S. Norm: **18%**

Disability Categorization

Disability Categorization only asked to those with travel limiting disabilities within travel party

■ Cincinnati ■ U.S. Norm





27% of trips only had one person in the travel party

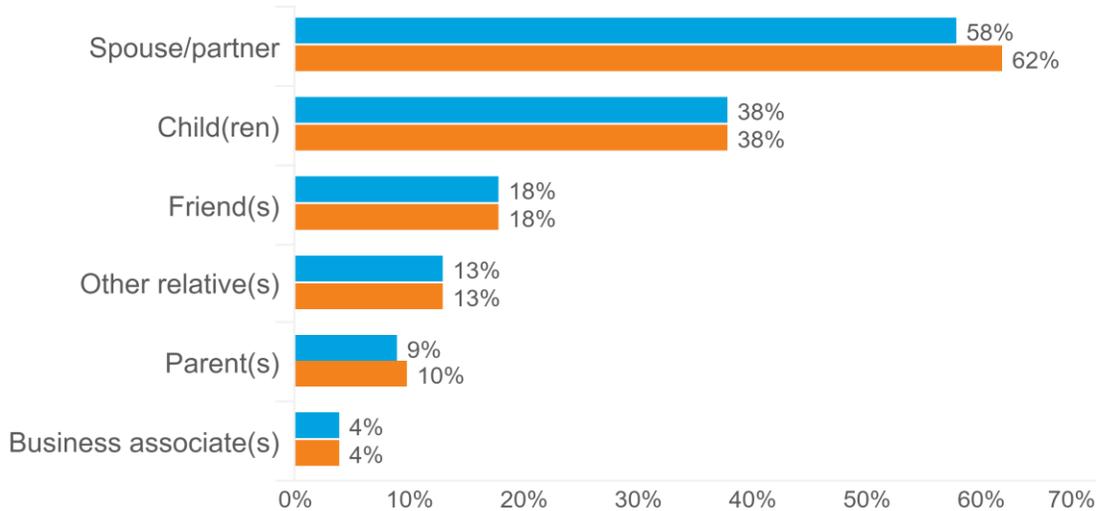
U.S. Norm: **26%**

Composition of Immediate Travel Party

Base: 2024 Overnight Person-Trips that included more than one person

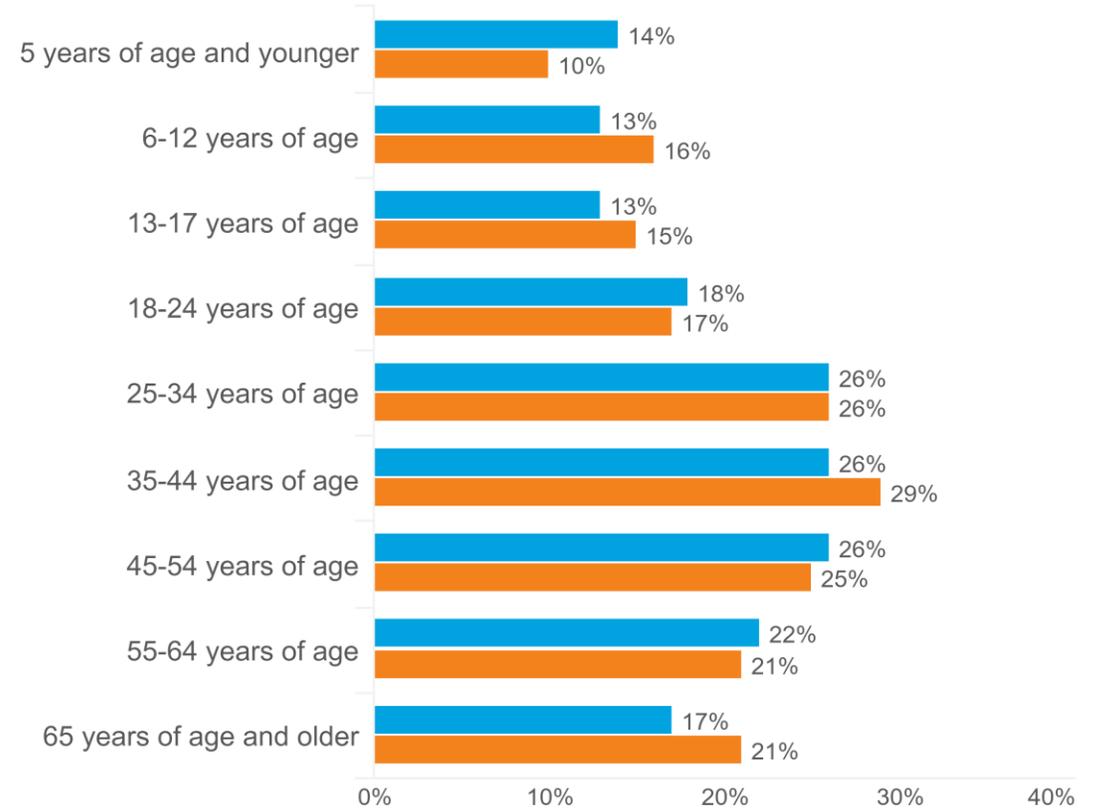
*Child(ren) is based on the relationship to the respondent

■ Cincinnati ■ U.S. Norm



Travel Party Age

■ Cincinnati ■ U.S. Norm



Transportation Used to get to Destination

71% used their own car/truck to get to their destination

Previous year: **78%**

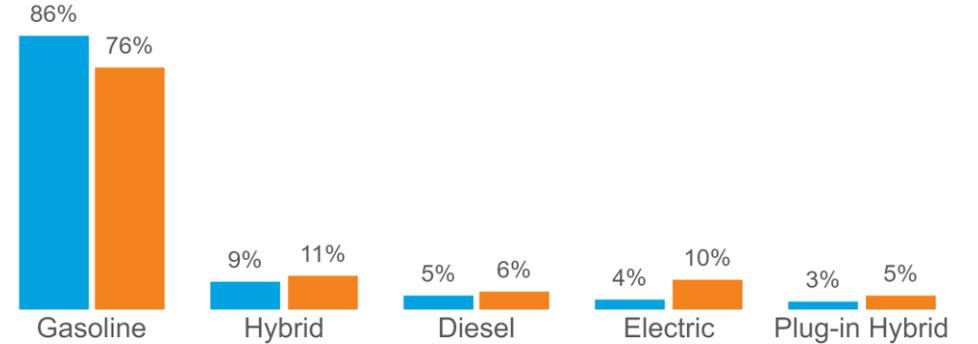
15% used a rental car to get to their destination

Previous year: **13%**

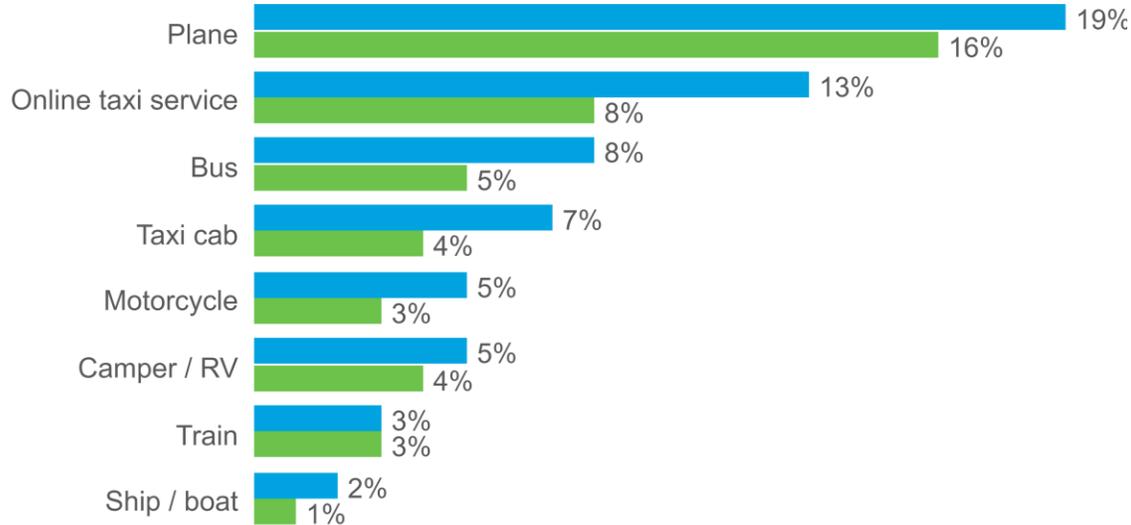


Type of Vehicle Used to get to Destination

■ Cincinnati ■ U.S. Norm



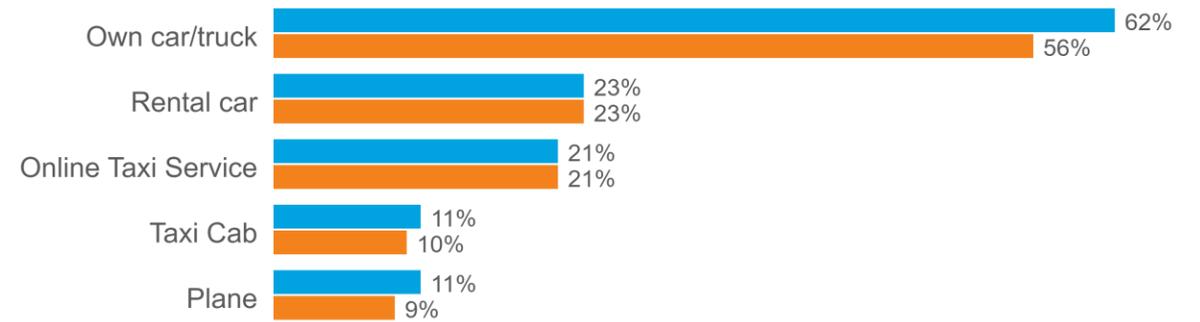
■ 2024 ■ 2023



Transportation Used within Destination (Top 5)

(Top 5)

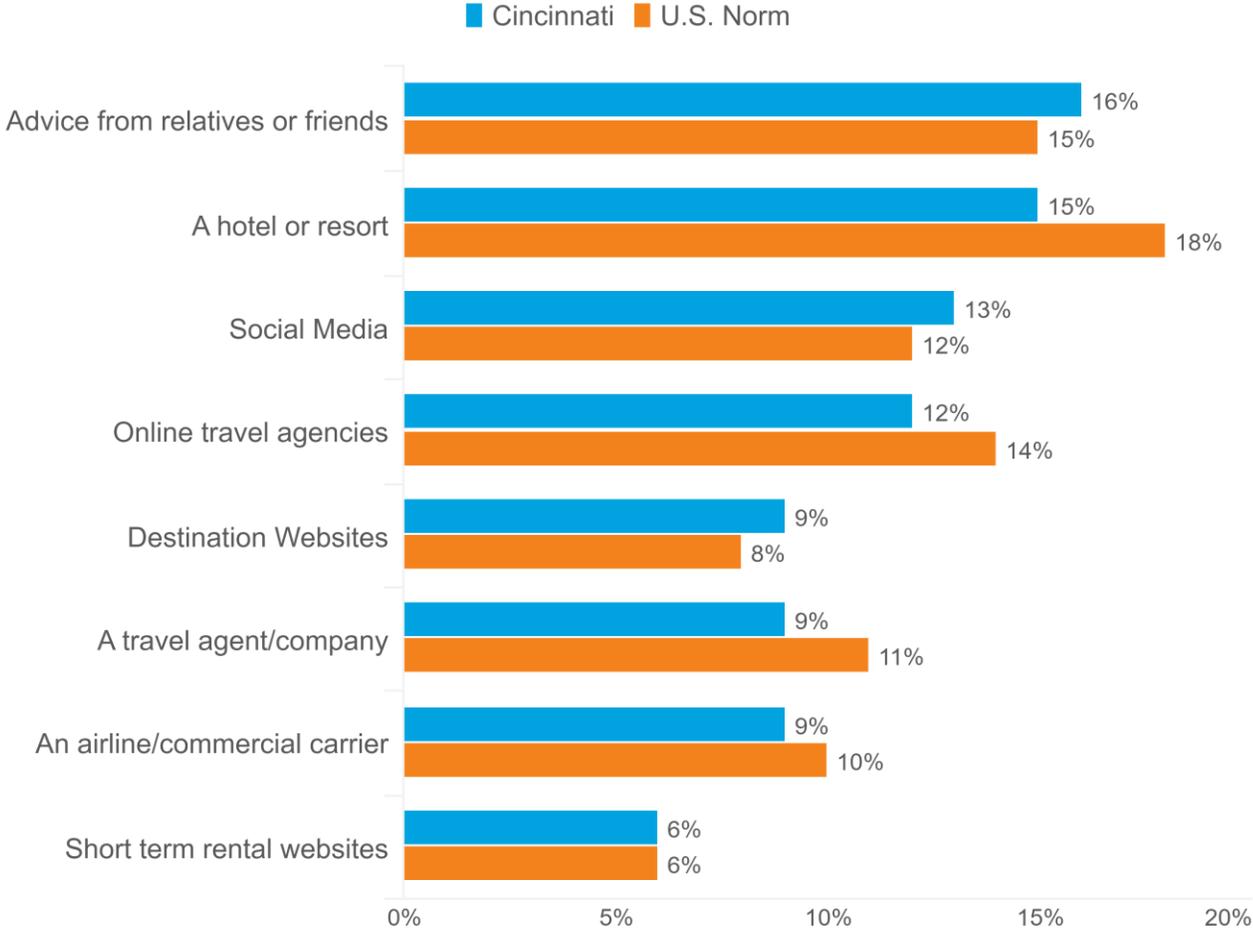
■ U.S. Norm - Cincinnati ■ U.S. Norm



Length of Trip Planning

	Cincinnati	U.S. Norm
1 month or less	32%	32%
2 months	16%	17%
3-5 months	20%	18%
6-12 months	13%	14%
More than 1 year in advance	4%	4%
Did not plan anything in advance	16%	14%

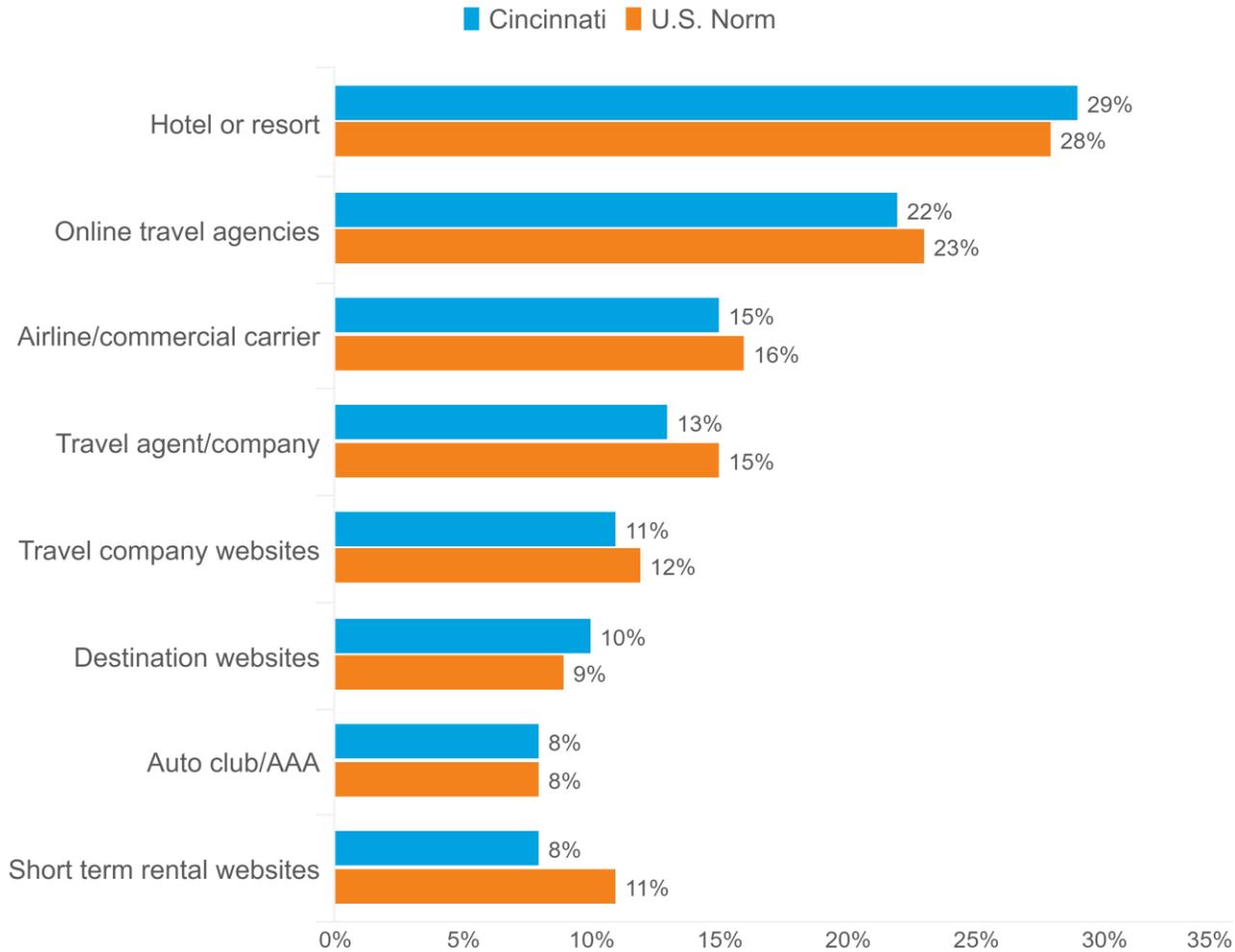
Trip Planning Information Sources (Top 8)



Cincinnati's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips

Method of Booking (Top 8)



Accommodations (Top 7)

	2024	2023
 Hotel	50%	56%
 Home of friends / relatives	25%	22%
 Motel	11%	12%
 Bed & breakfast	9%	5%
 Rented home / condo / apartment	6%	4%
 Resort hotel	5%	6%
 Rented cottage / cabin	4%	3%

Activity Groupings

Outdoor Activities



U.S. Norm: 49%

Cultural Activities



U.S. Norm: 31%

Business Activities



U.S. Norm: 17%

Entertainment Activities



U.S. Norm: 62%

Sporting Activities



U.S. Norm: 23%

Other Activities



U.S. Norm: 28%

Activities and Experiences

(Top 10)

	Cincinnati	U.S. Norm
Shopping	25%	26%
Bar/nightclub	17%	16%
Attending celebration	17%	14%
Sightseeing	17%	20%
Museum	15%	12%
Zoo	14%	7%
Theme park	11%	9%
Casino	10%	12%
Swimming	10%	14%
Local parks/playgrounds	10%	10%



Outdoor Activities

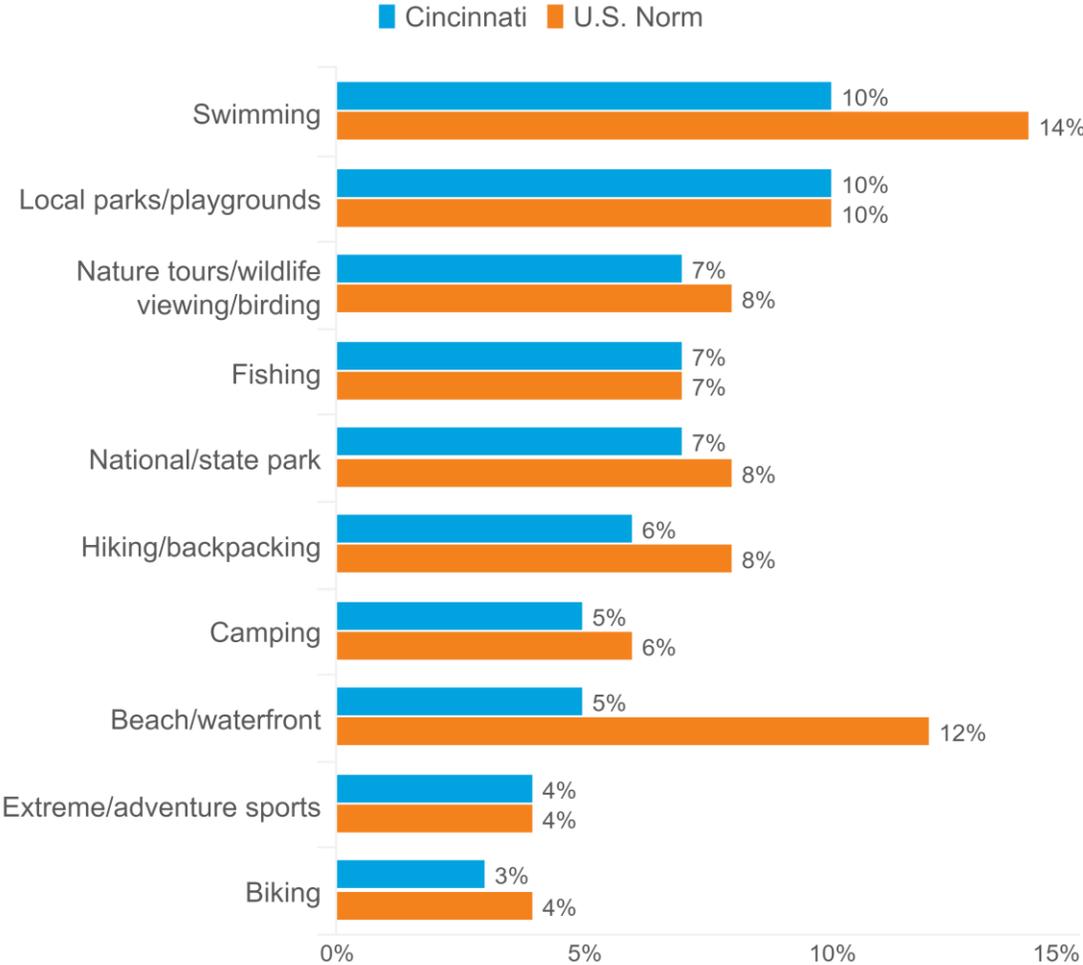
Cincinnati

39%

U.S. Norm

49%

Outdoor Activities (Top 10)





Entertainment Activities

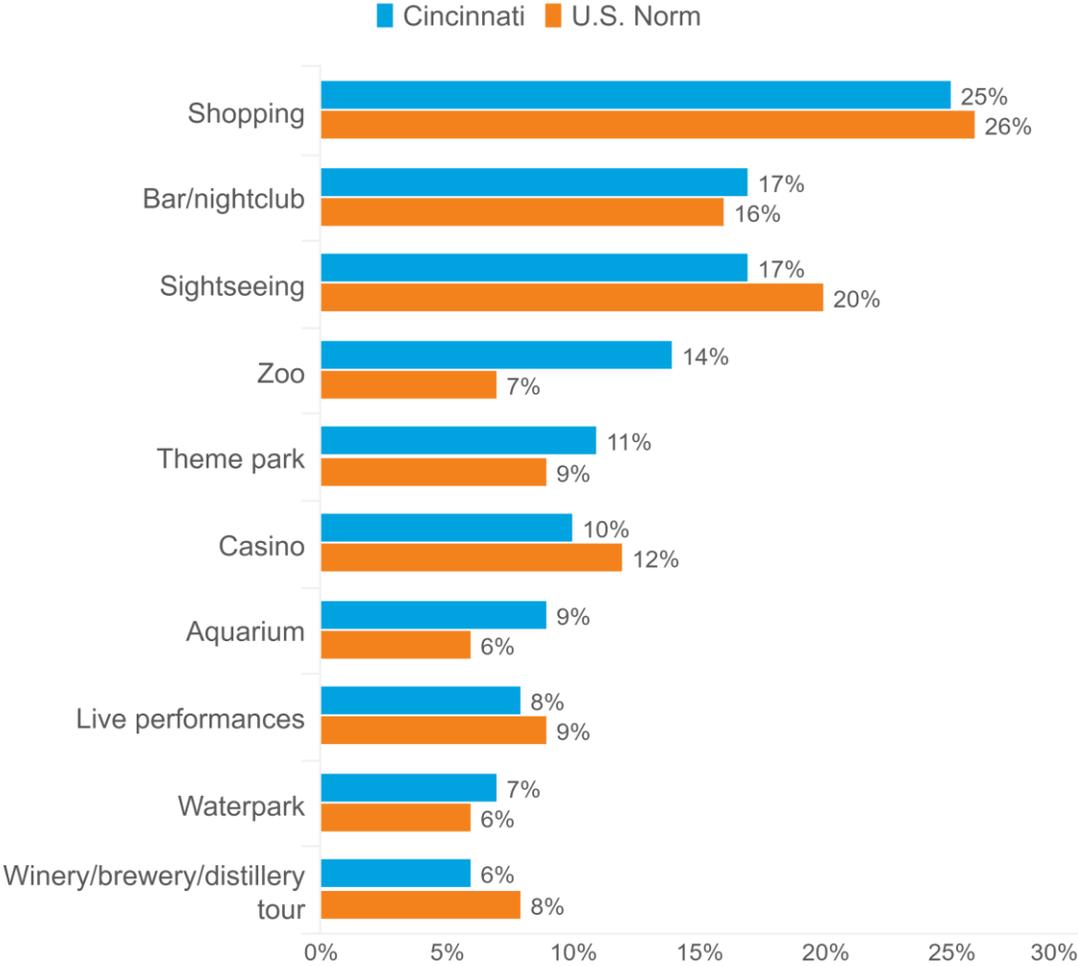
Cincinnati

65%

U.S. Norm

62%

Entertainment Activities (Top 10)





Cultural Activities

Cincinnati

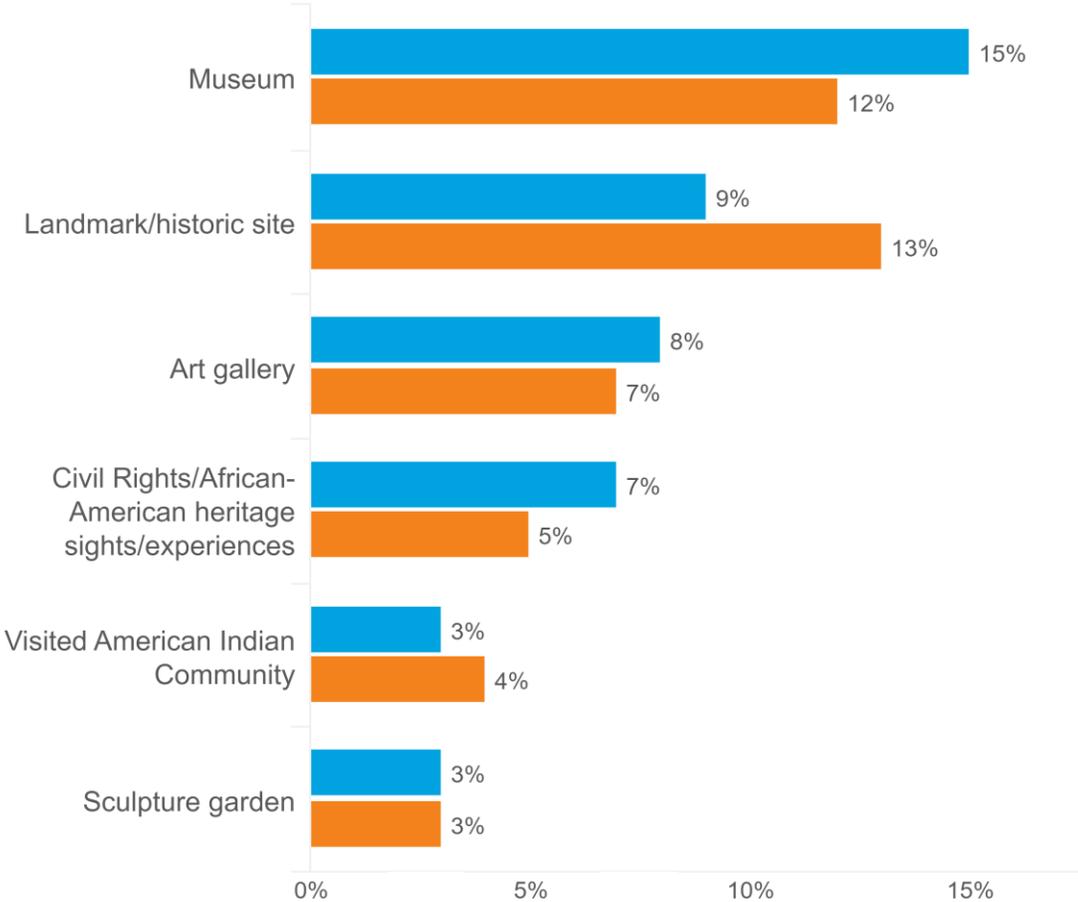
33%

U.S. Norm

31%

Cultural Activities

Cincinnati U.S. Norm





Sporting Activities

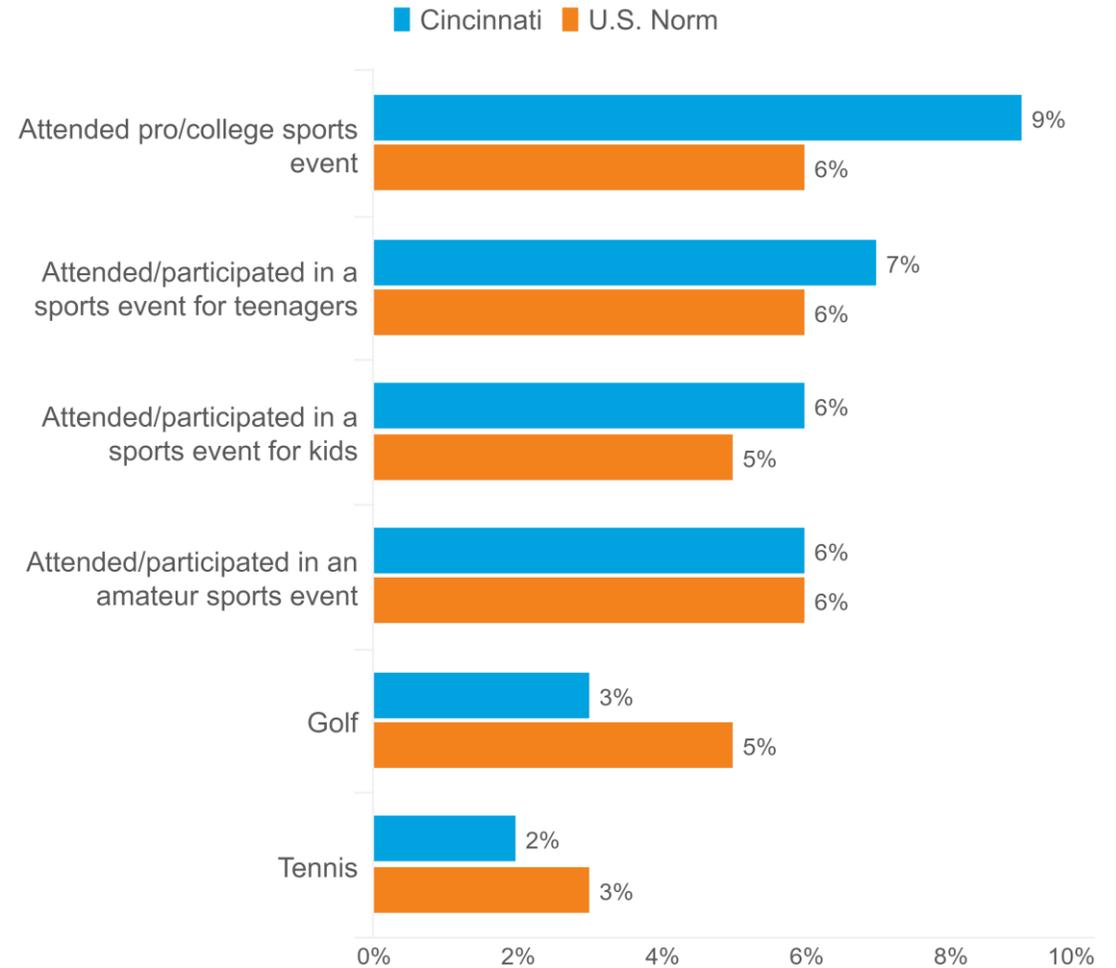
Cincinnati

25%

U.S. Norm

23%

Sporting Activities





Business Activities

Cincinnati

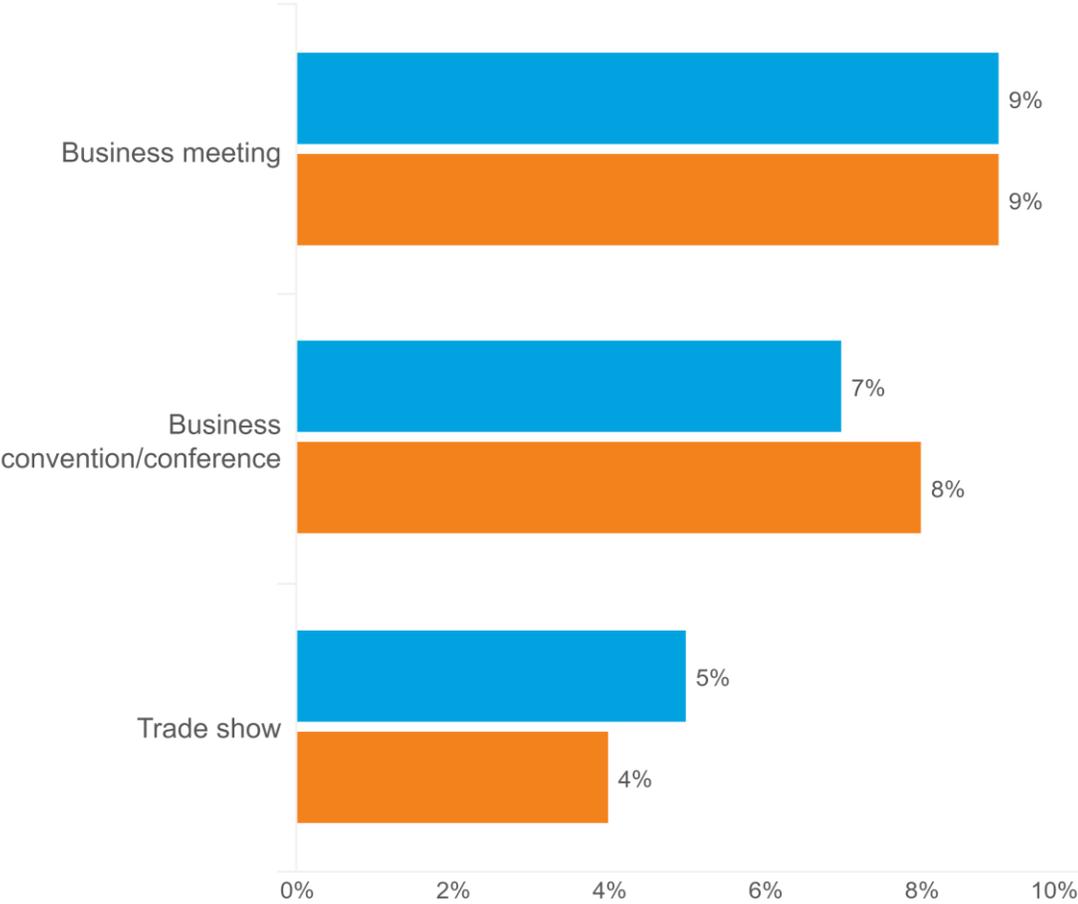
19%

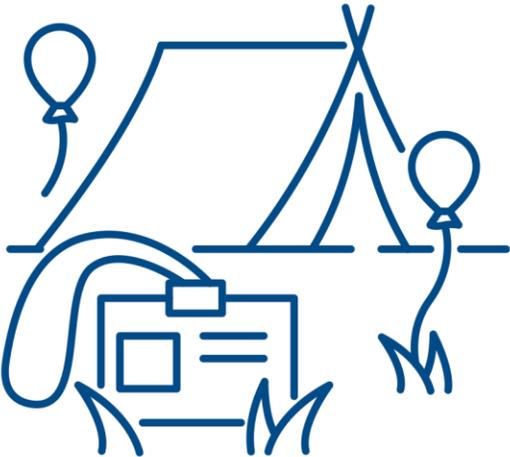
U.S. Norm

17%

Business Activities

Cincinnati U.S. Norm





Other Activities

Cincinnati

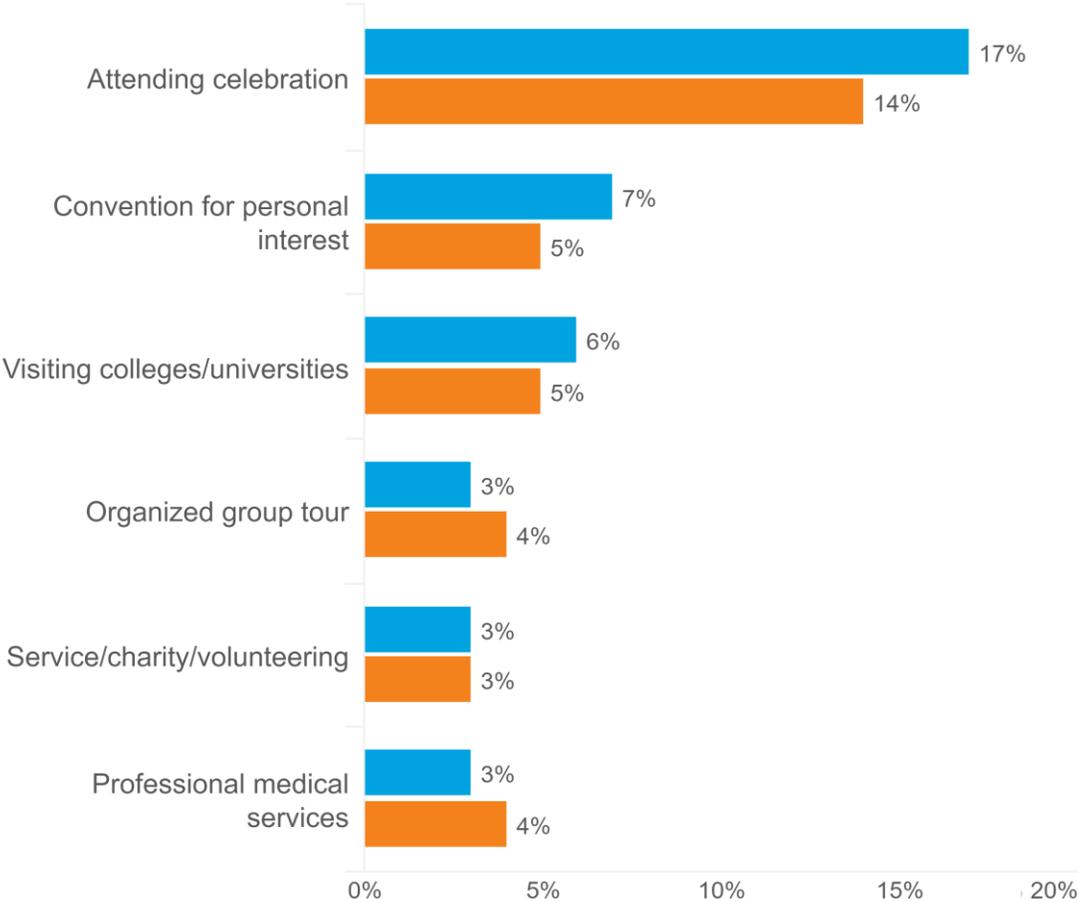
29%

U.S. Norm

28%

Other Activities

Cincinnati U.S. Norm



Shopping Types on Trip

Base: 2024 Overnight Person-Trips that included Shopping

	Cincinnati	U.S. Norm
 Outlet/mall shopping	52%	45%
 Convenience/grocery shopping	51%	43%
 Big box stores (Walmart, Costco)	42%	30%
 Shopping at locally owned businesses	38%	48%
 Souvenir shopping	21%	37%
 Farmers market	16%	17%
 Antiquing	12%	12%

Dining Types on Trip

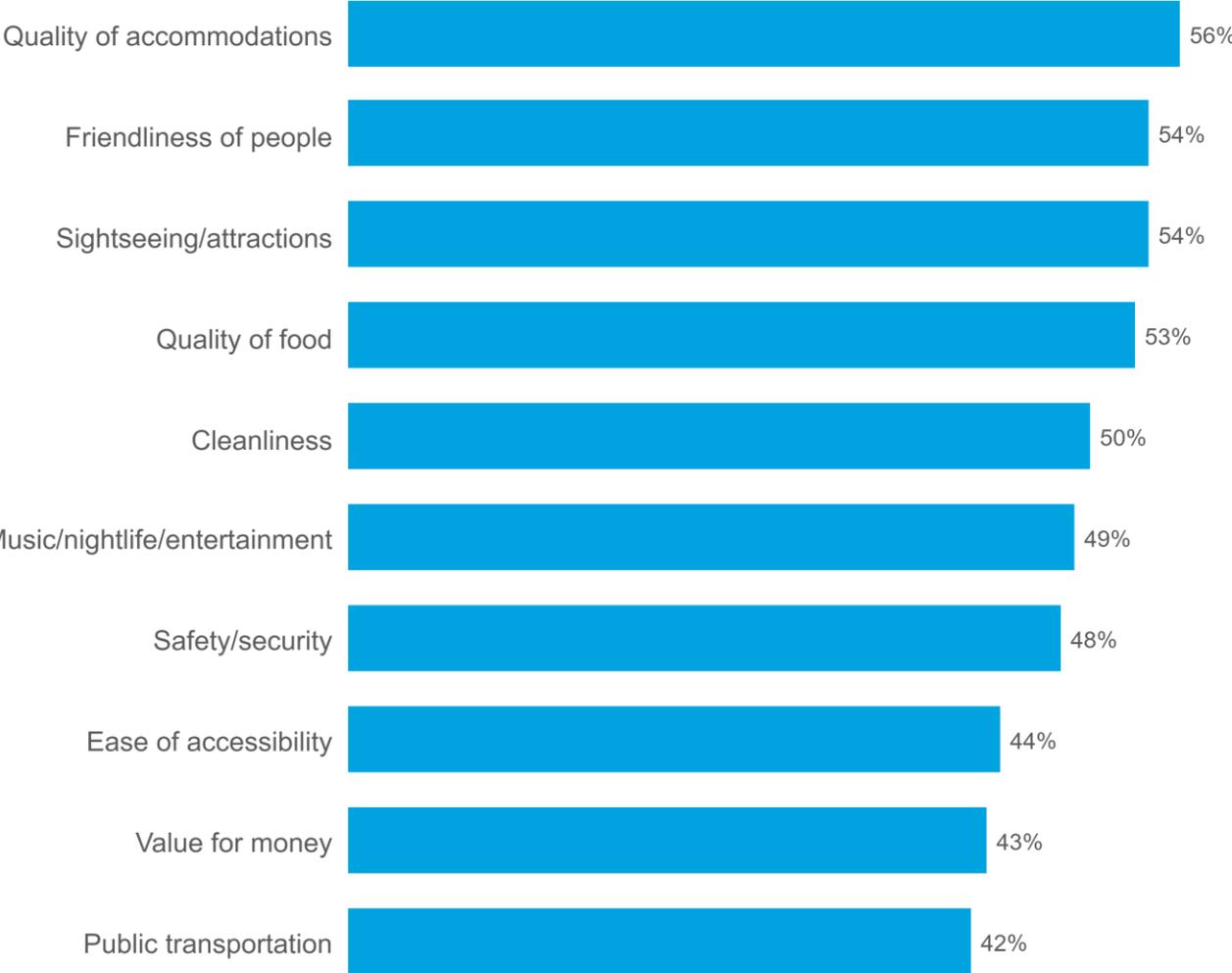
	Cincinnati	U.S. Norm
 Casual dining	58%	57%
 Fast food	52%	45%
 Unique/local food	30%	32%
 Carry-out/food delivery service	25%	24%
 Fine/upscale dining	15%	20%
 Picnicking	13%	10%



63%

of overnight travelers were very satisfied with their overall trip experience

% Very Satisfied with Trip*

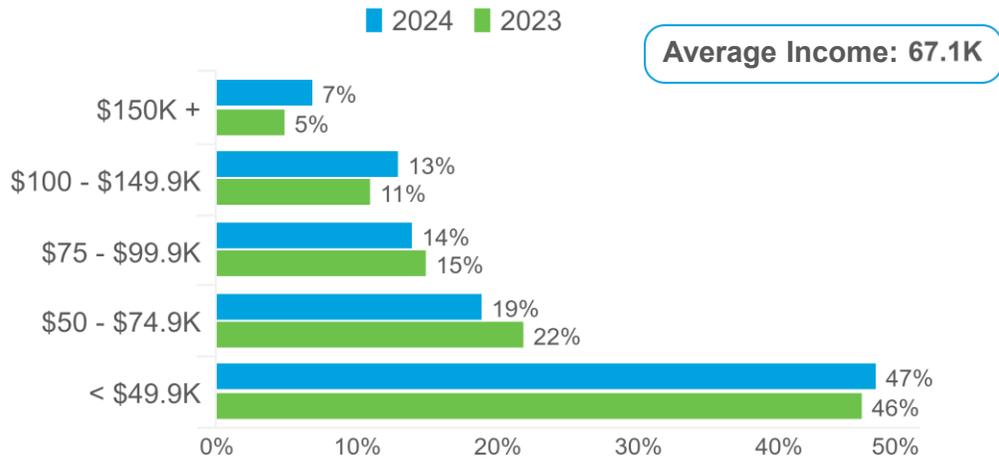


*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

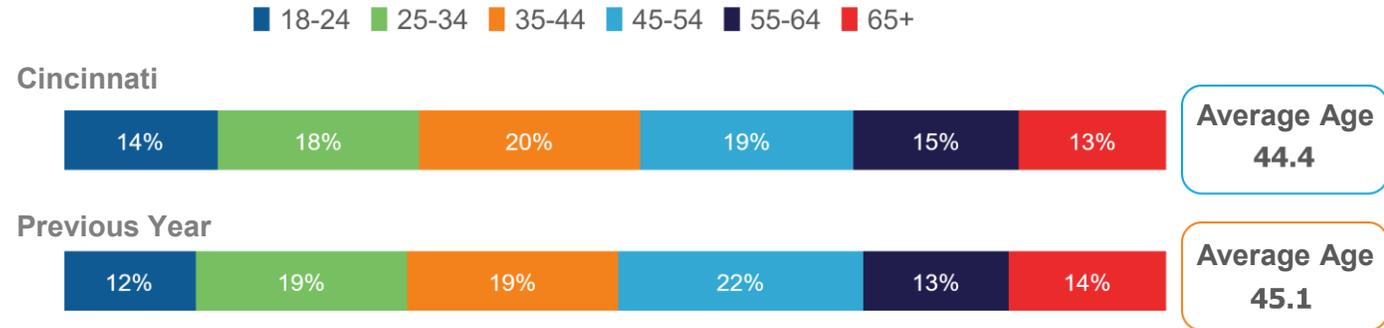
Demographic Profile of Overnight Cincinnati Visitors

Base: 2024 Overnight Person-Trips

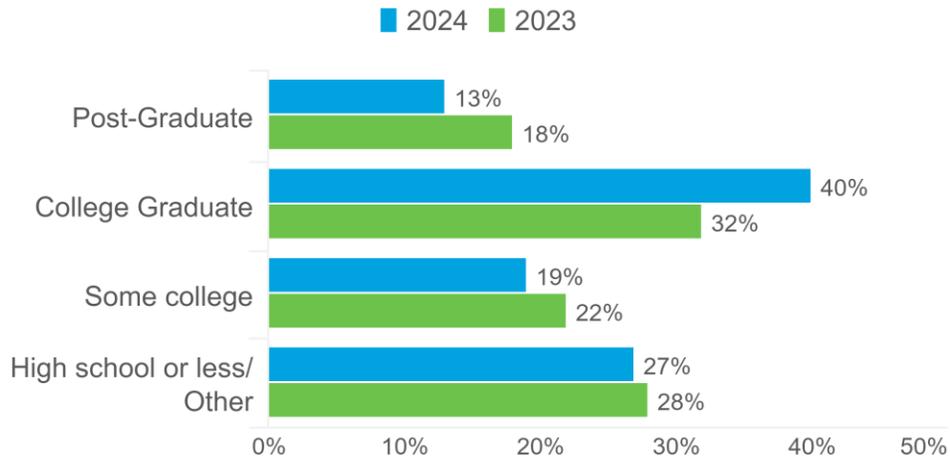
Household Income



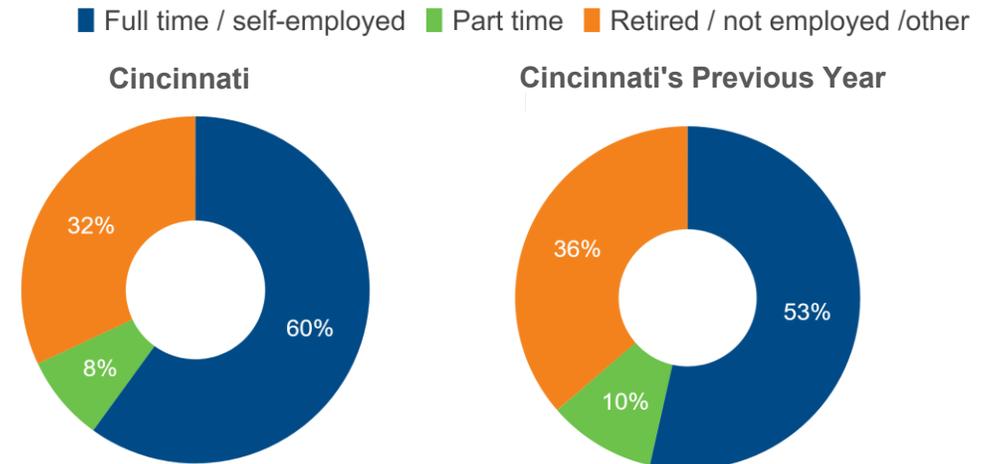
Age



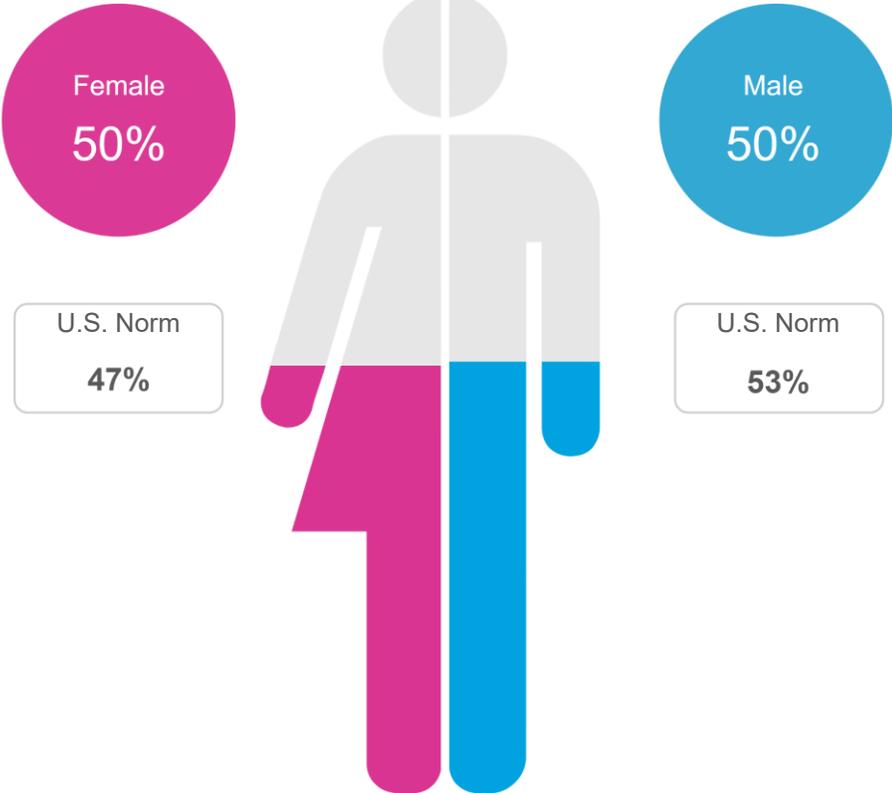
Educational Attainment



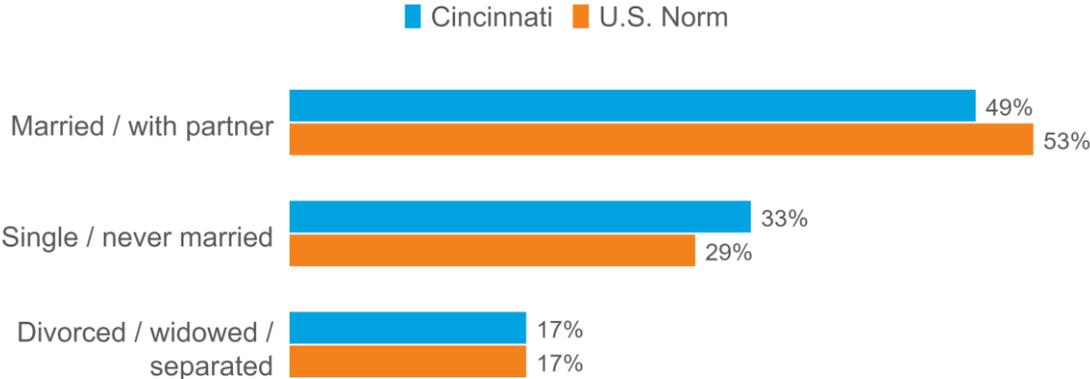
Employment



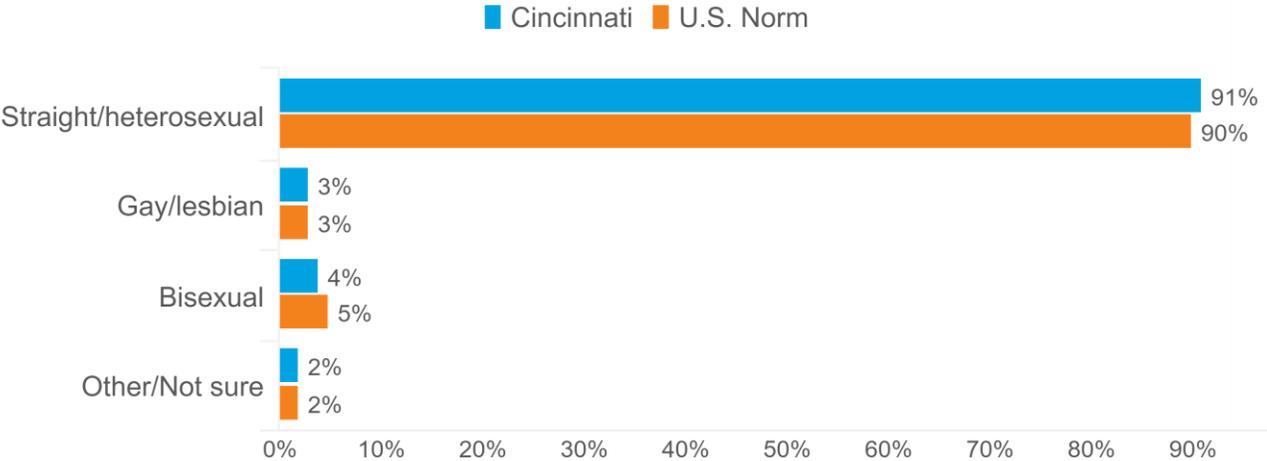
Gender



Marital Status

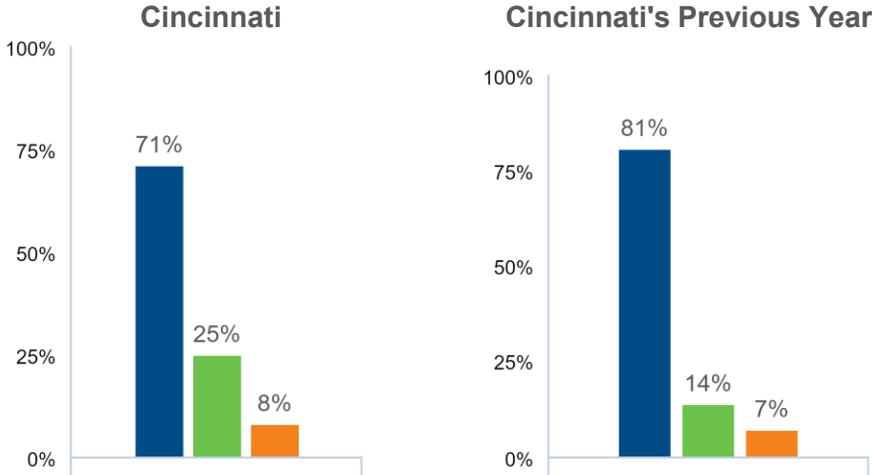


Sexual Orientation



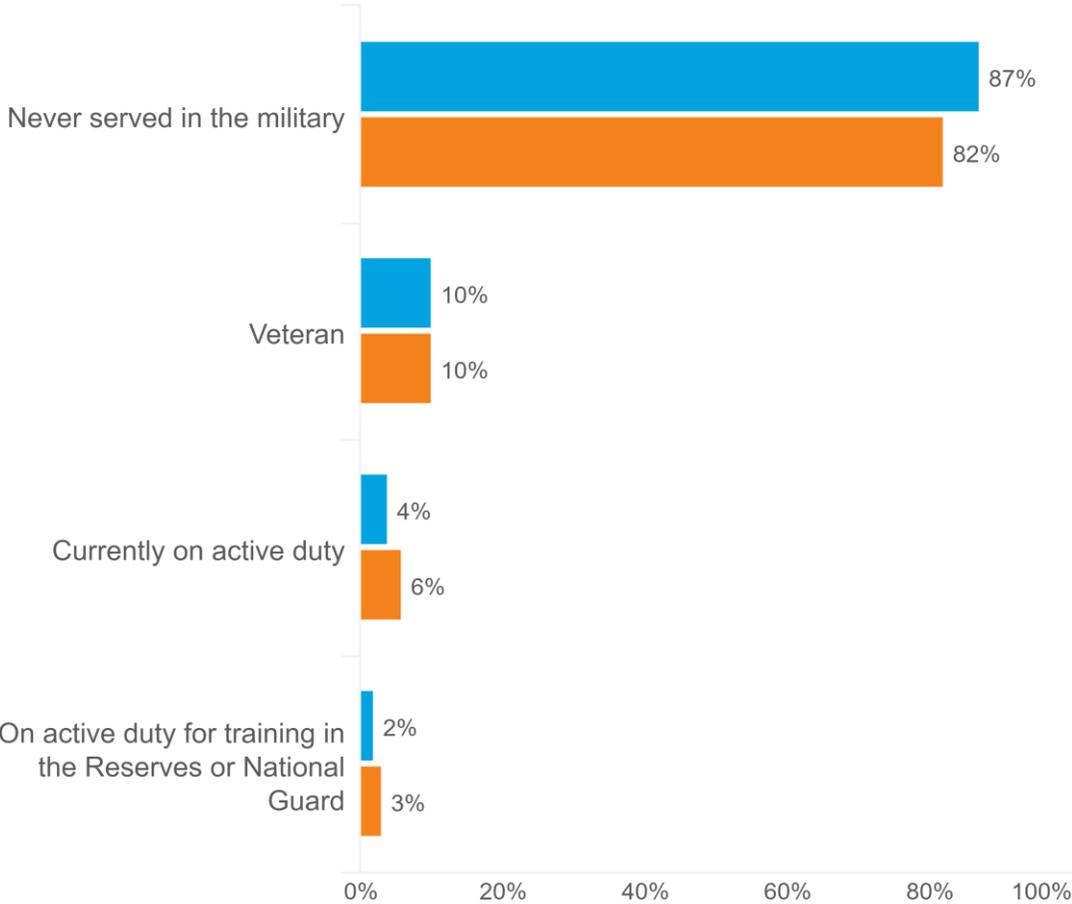
Race

■ White ■ African-American ■ Other



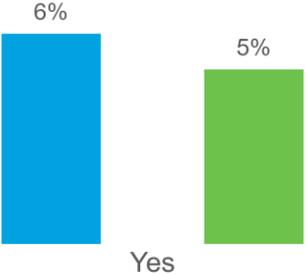
Military Status

■ Cincinnati ■ U.S. Norm

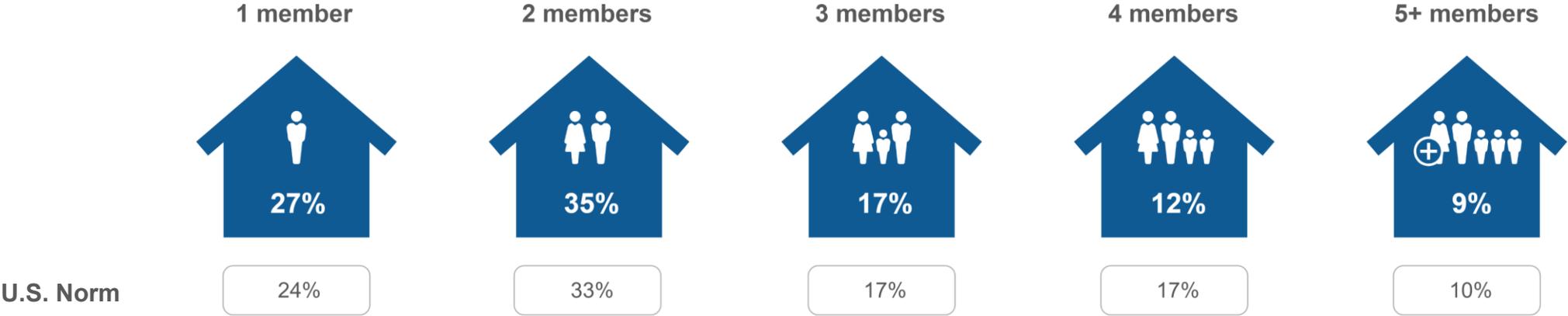


Hispanic Background

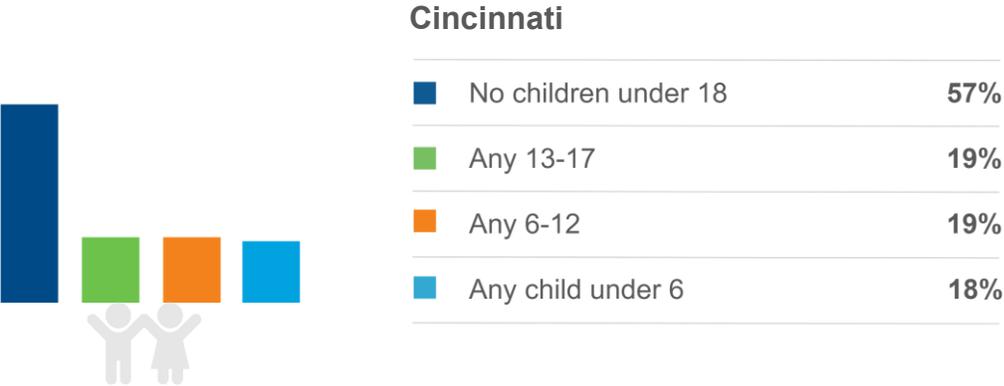
■ 2024 ■ 2023



Household Size



Children in Household





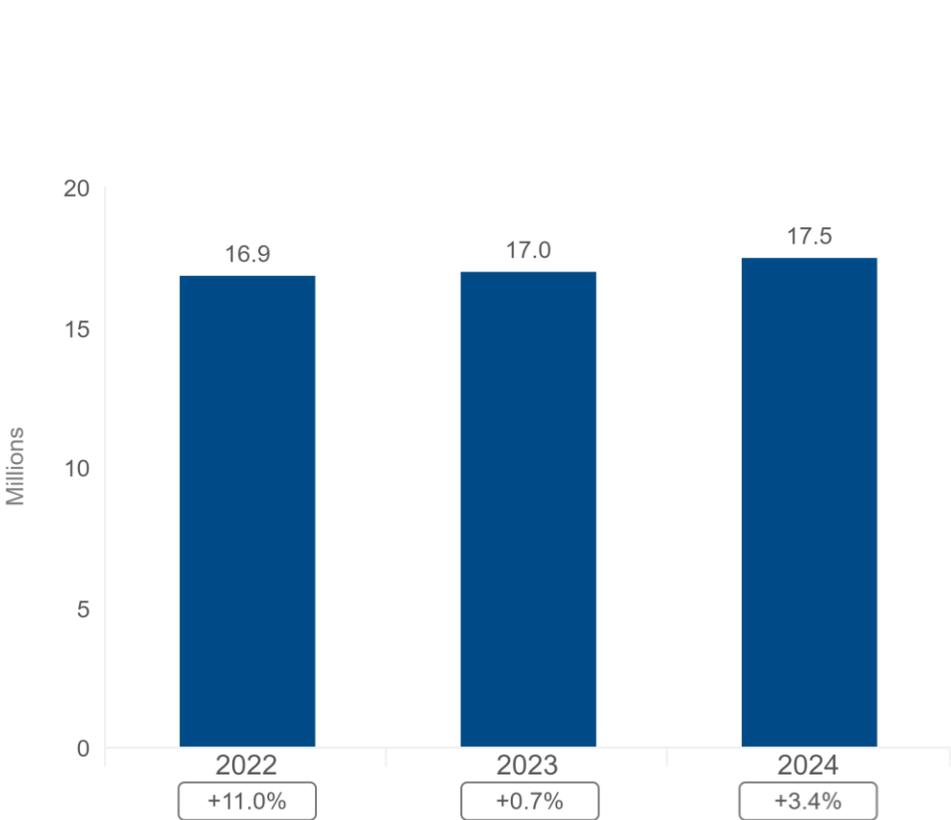
Travel USA Visitor Profile

Day Visitation



2024

Day Trips to Cincinnati

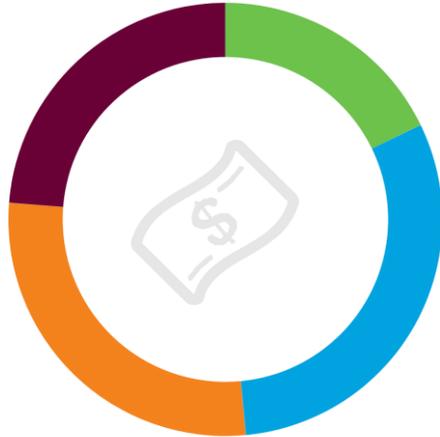


Domestic Day Expenditures - by Sector

Total Spending

\$ 1.424 Billion

+6.3% vs. last year



Transportation at Destination	18%	\$253 Million
Restaurant Food & Beverage	31%	\$437 Million
Retail Purchase	28%	\$392 Million
Recreation/Entertainment	24%	\$342 Million

vs. last year

+7.2%

+6.8%

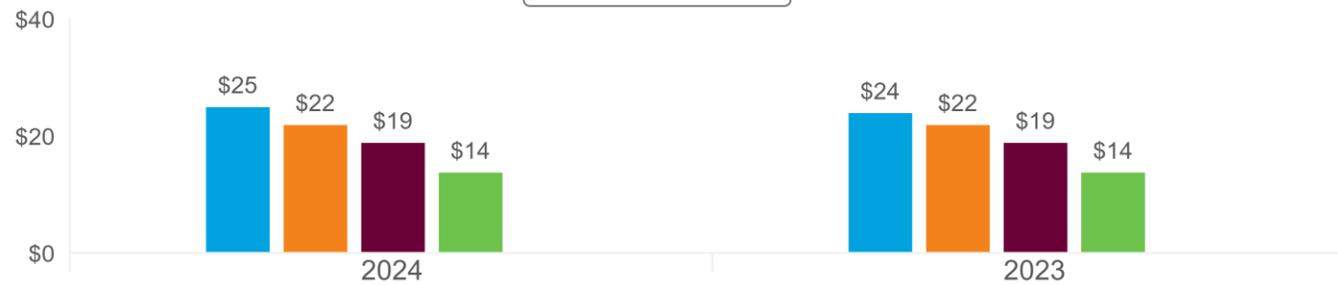
+7.0%

+4.2%

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

Average Per Person Per Trip: \$81

Last year: \$79



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

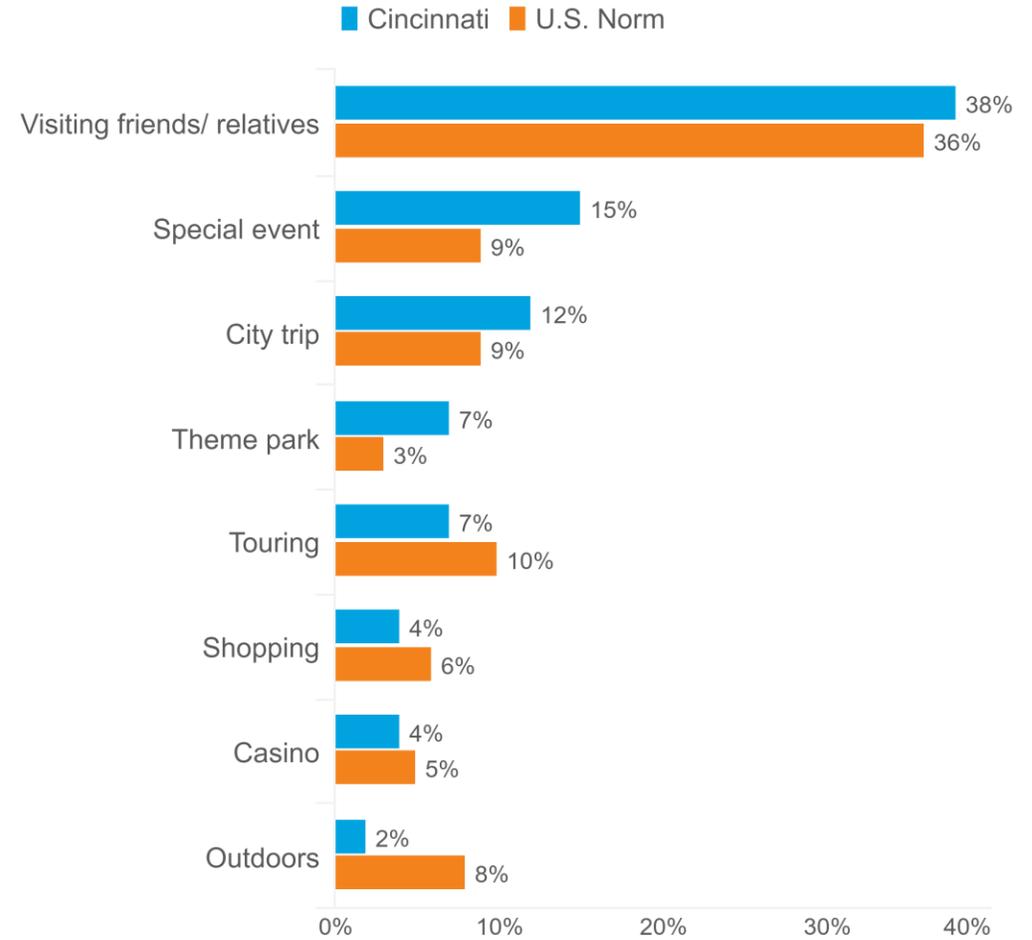
**Average Per Person
Per Trip:**

Leisure \$81

Main Purpose of Trip

	2024
Visiting friends/ relatives	38%
Special event	15%
City trip	12%
Theme park	7%
Touring	7%
Shopping	4%
Other business trip	4%
Casino	4%
Conference/ Convention	3%
Outdoors	2%
Cruise	2%
Business-Leisure	2%
Golf Trip	1%
Resort	0%
Ski/Snowboarding	0%

Main Purpose of Leisure Trip (Top 8)



2024 Cincinnati Day Trips



■ Visiting friends/relatives	38%
■ Marketable	54%
■ Business	6%
■ Business-leisure	2%

2024 U.S. Day Trips

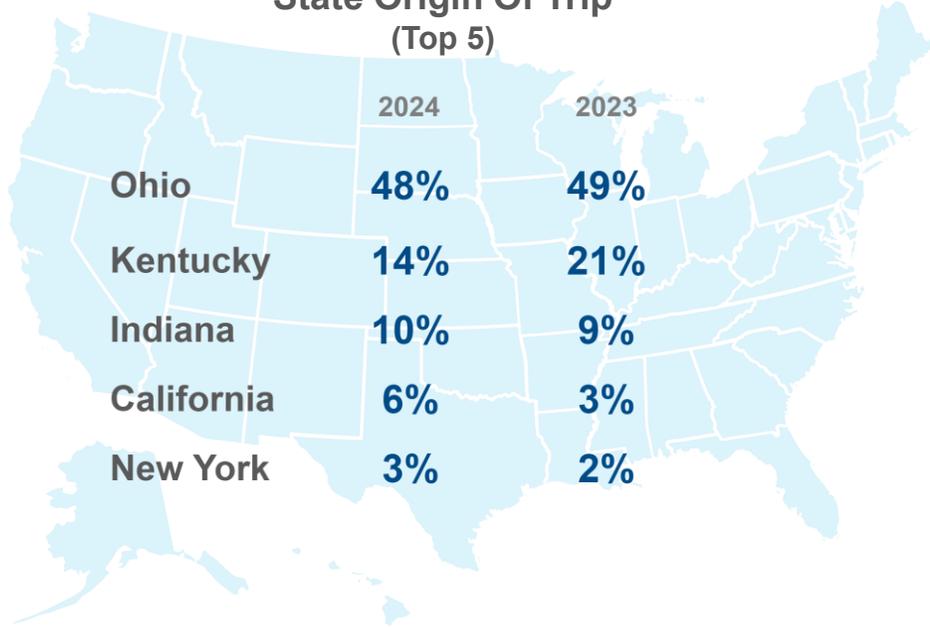


■ Visiting friends/relatives	36%
■ Marketable	55%
■ Business	6%
■ Business-leisure	3%

Cincinnati's Day Trip Characteristics

Base: 2024 Day Person-Trips

State Origin Of Trip (Top 5)



DMA Origin Of Trip (Top 10)

	2024	2023
Cincinnati, OH/KY	26%	22%
Columbus, OH	12%	14%
Dayton, OH	8%	10%
Indianapolis-Lafayette, IN	7%	6%
Louisville, KY	6%	6%
Los Angeles, CA	6%	3%
Cleveland, OH	4%	4%
Lexington, KY	4%	7%
New York, NY	3%	2%
Detroit, MI	2%	1%

Season of Trip Total Day Person-Trips



Size of Travel Party

■ Adults ■ Children

*Children is based on age, anyone under the age of 18

Cincinnati



Total **2.5**

Average number of people

U.S. Norm



Total **2.5**

Average number of people



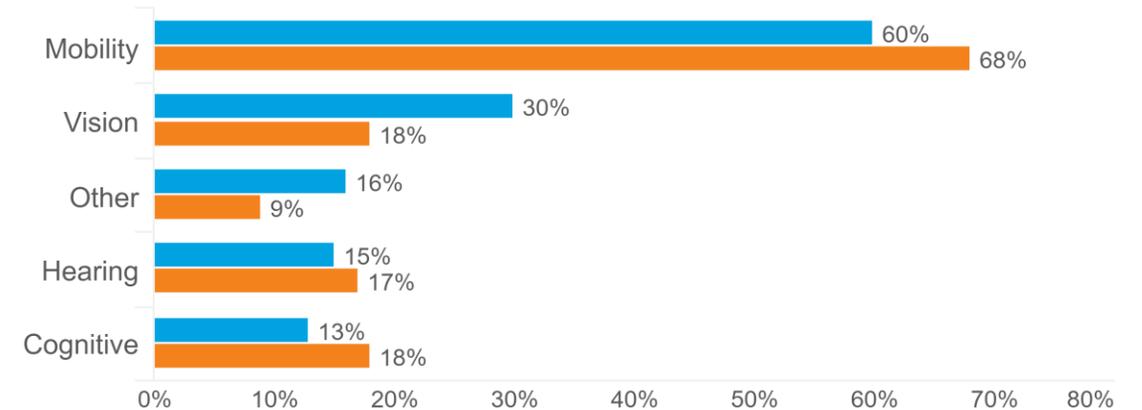
17% of travel parties had a travel party member that required accessibility services

U.S. Norm: 17%

Disability Categorization

Disability Categorization only asked to those with travel limiting disabilities within travel party

■ Cincinnati ■ U.S. Norm





26% of trips only had one person in the travel party

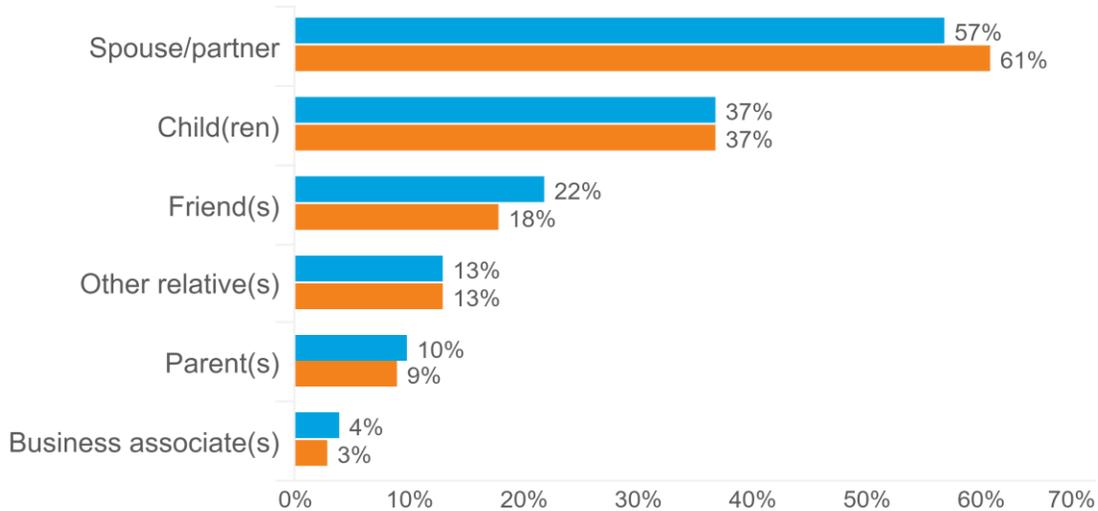
U.S. Norm: 27%

Composition of Immediate Travel Party

Base: 2024 Day Person-Trips that included more than one person

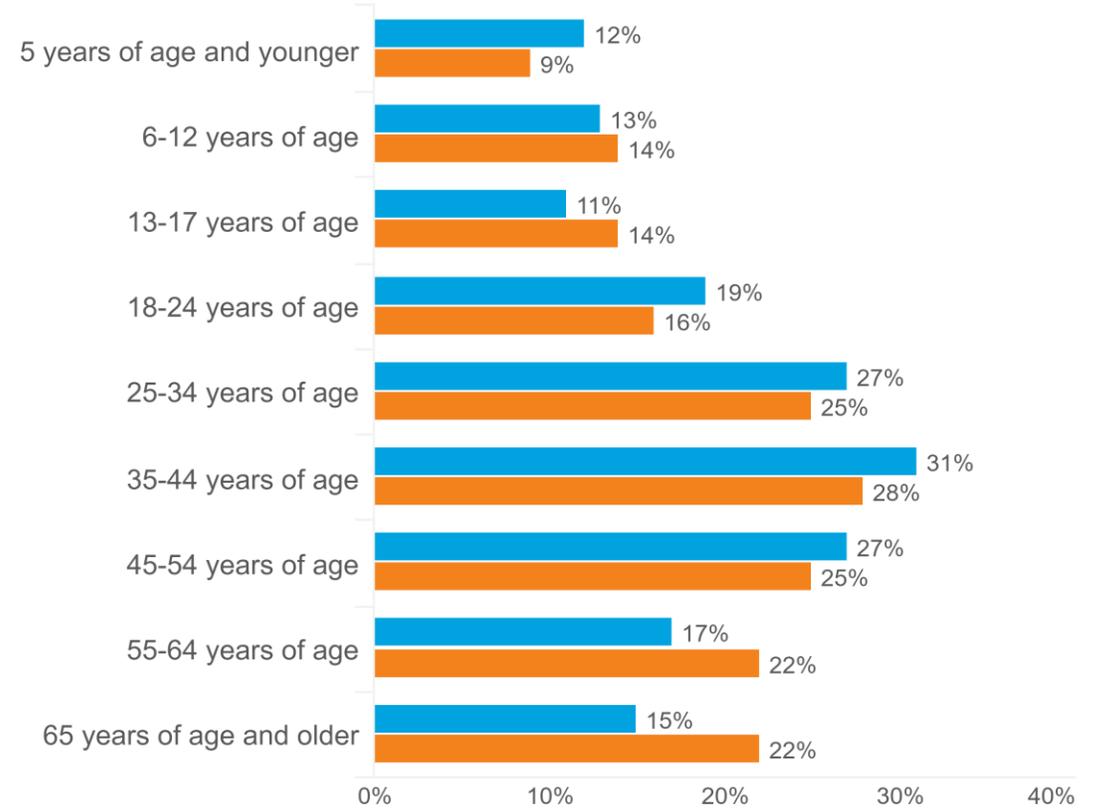
*Child(ren) is based on the relationship to the respondent

■ Cincinnati ■ U.S. Norm



Travel Party Age

■ Cincinnati ■ U.S. Norm



Activity Groupings

Outdoor Activities



U.S. Norm: 35%

Cultural Activities



U.S. Norm: 23%

Business Activities



U.S. Norm: 12%

Entertainment Activities



U.S. Norm: 52%

Sporting Activities



U.S. Norm: 16%

Other Activities



U.S. Norm: 21%

Activities and Experiences

(Top 10)

	Cincinnati	U.S. Norm
Shopping	20%	21%
Sightseeing	12%	13%
Bar/nightclub	10%	8%
Theme park	9%	6%
Attending celebration	9%	10%
Zoo	8%	5%
Attended pro/college sports event	8%	4%
Business meeting	7%	6%
Live performances	7%	5%
Waterpark	6%	4%



Outdoor Activities

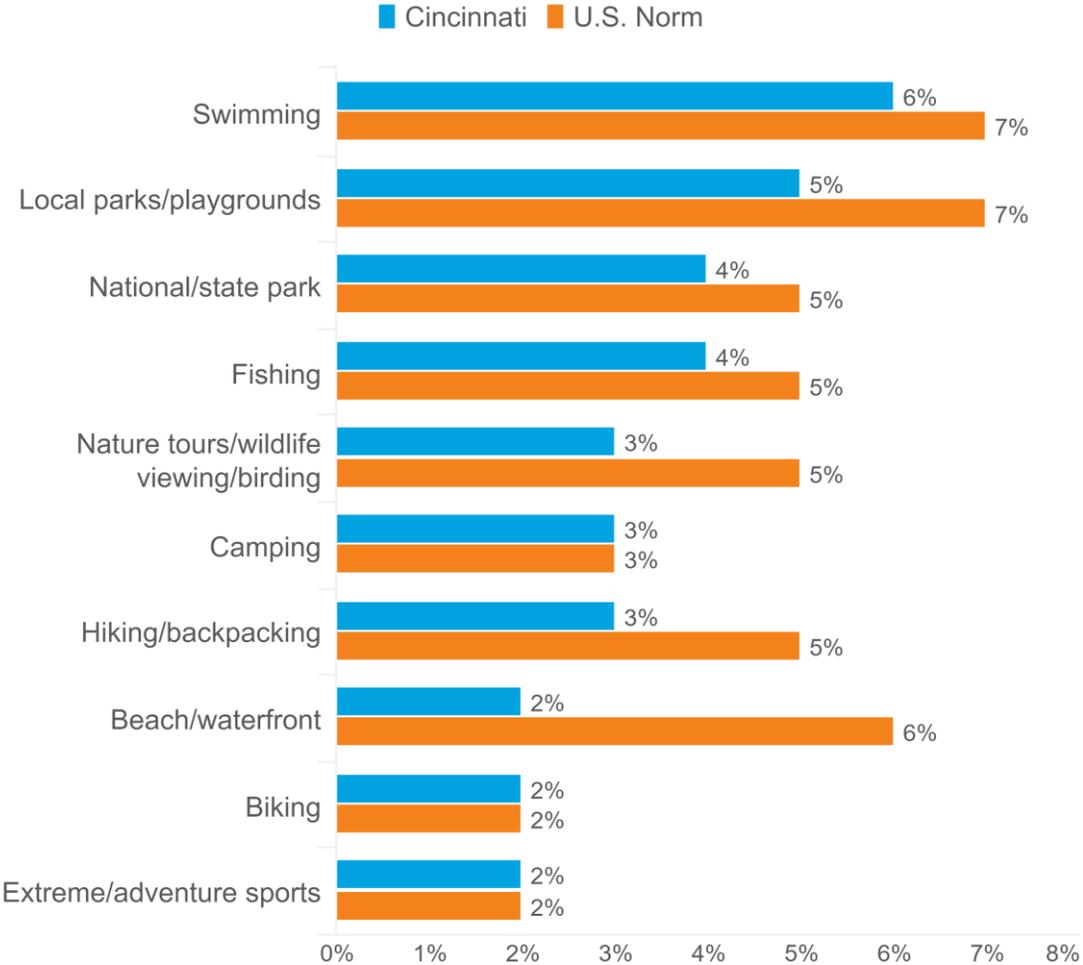
Cincinnati

26%

U.S. Norm

35%

Outdoor Activities (Top 10)





Entertainment Activities

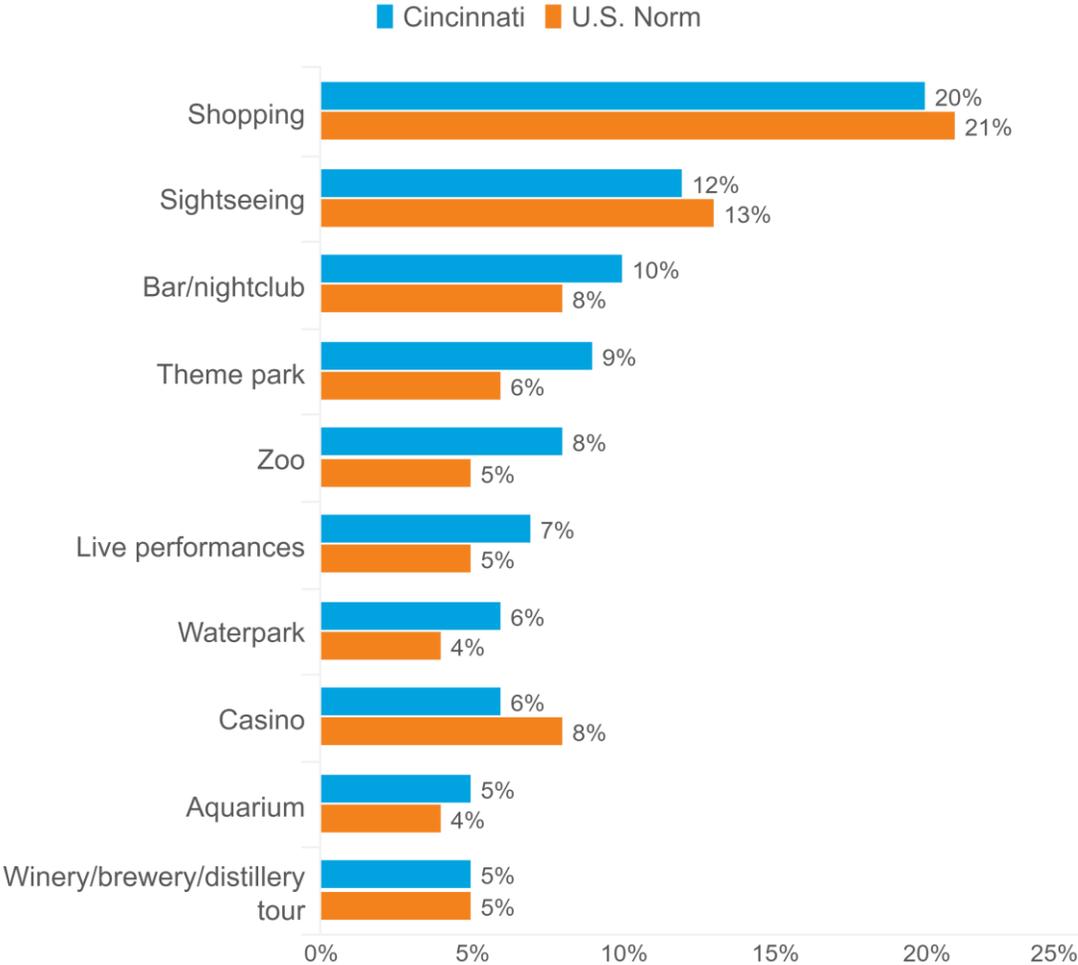
Cincinnati

58%

U.S. Norm

52%

Entertainment Activities (Top 10)





Cultural Activities

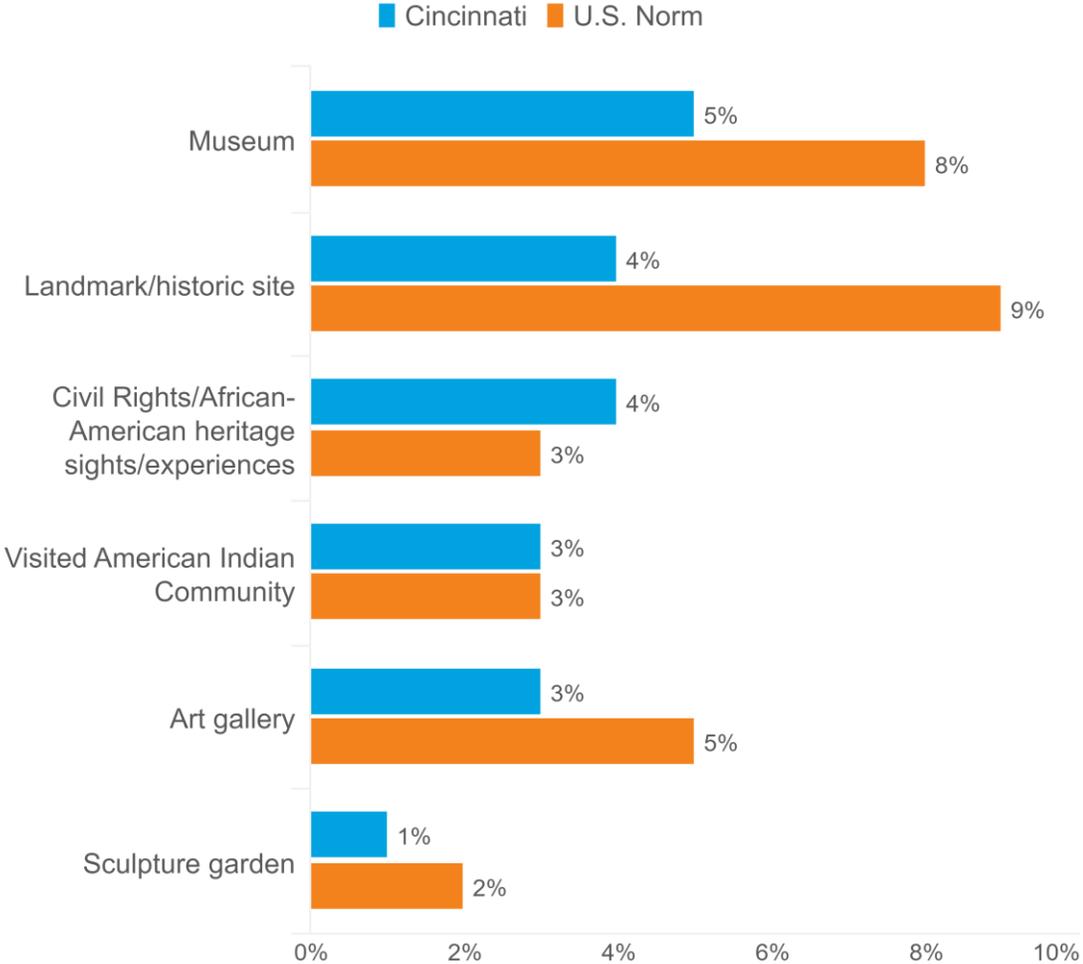
Cincinnati

19%

U.S. Norm

23%

Cultural Activities





Sporting Activities

Cincinnati

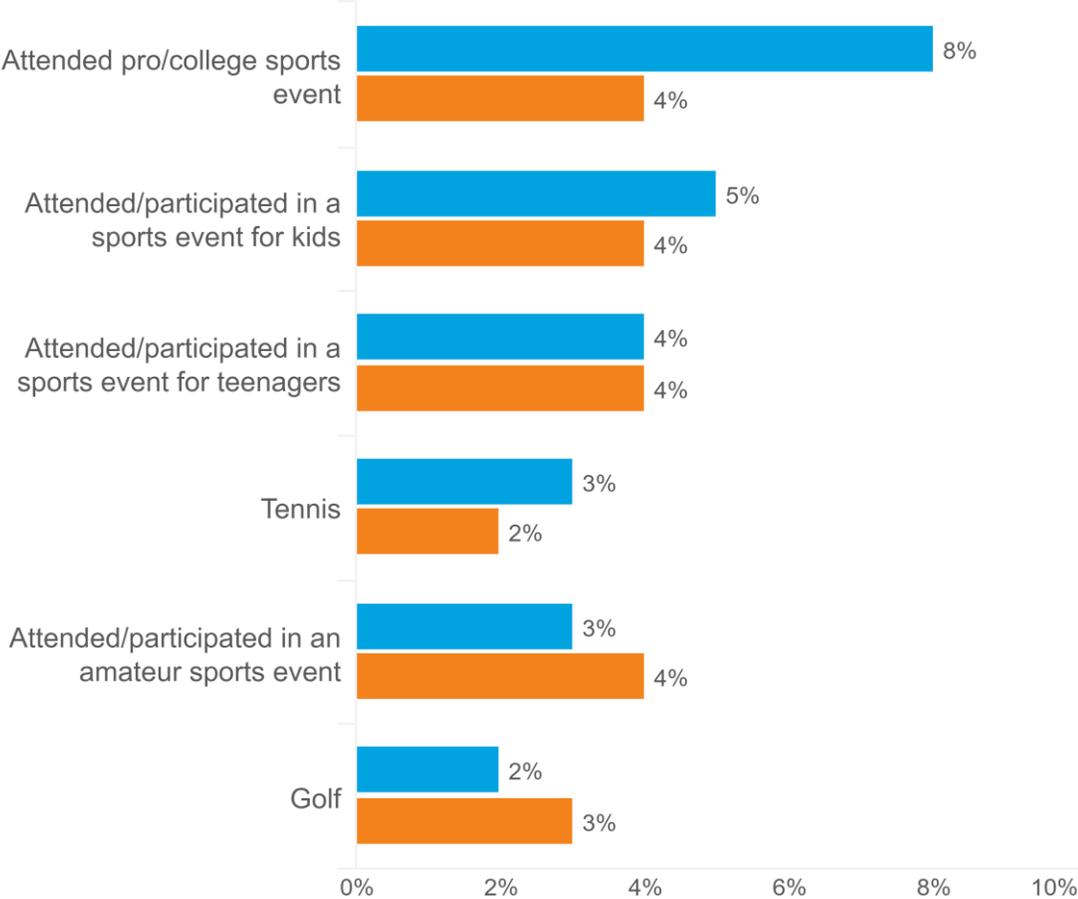
21%

U.S. Norm

16%

Sporting Activities

Cincinnati U.S. Norm





Business Activities

Cincinnati

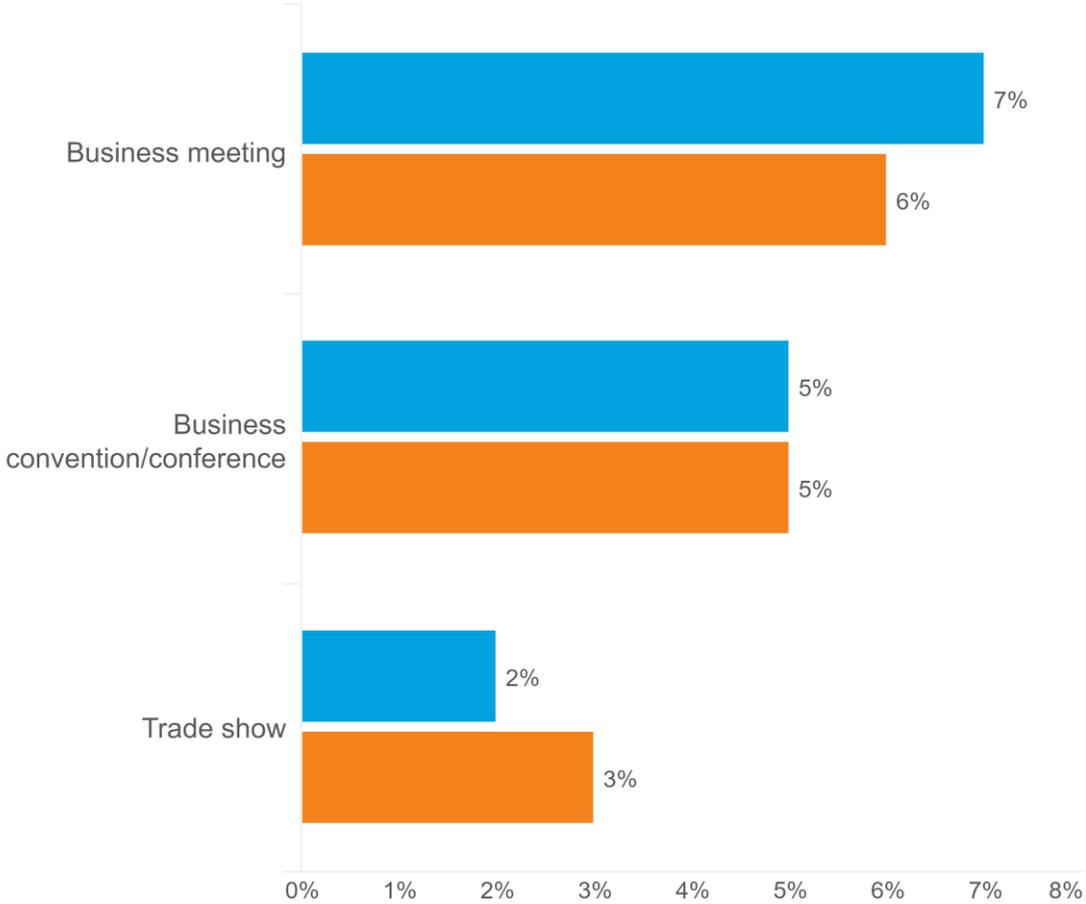
12%

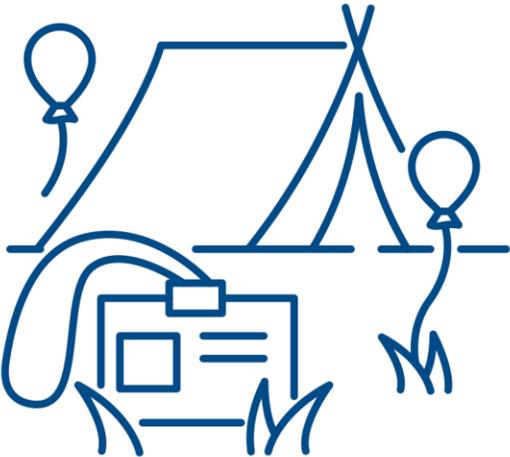
U.S. Norm

12%

Business Activities

Cincinnati U.S. Norm





Other Activities

Cincinnati

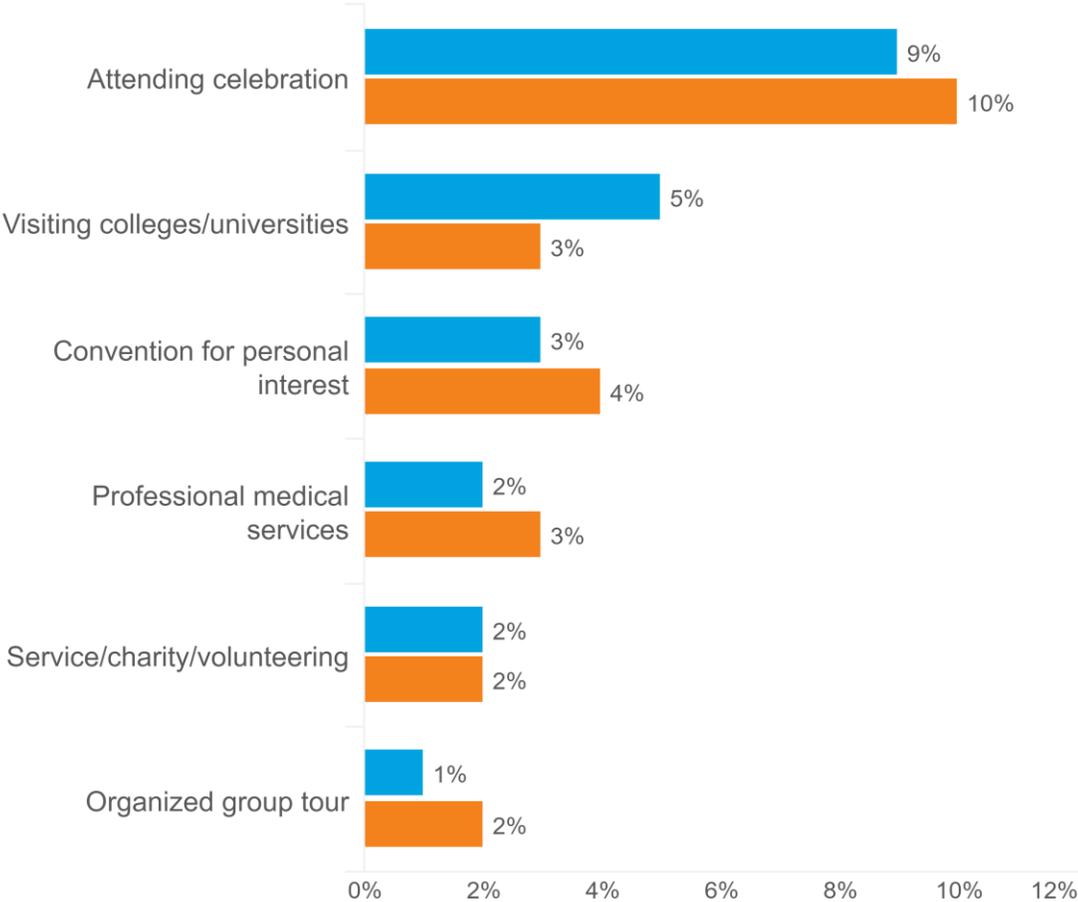
19%

U.S. Norm

21%

Other Activities

Cincinnati U.S. Norm



Shopping Types on Trip

Base: 2024 Day Person-Trips that included Shopping

	Cincinnati	U.S. Norm
 Outlet/mall shopping	57%	45%
 Shopping at locally owned businesses	44%	42%
 Convenience/grocery shopping	28%	28%
 Big box stores (Walmart, Costco)	26%	26%
 Souvenir shopping	21%	25%
 Farmers market	15%	15%
 Antiquing	13%	12%

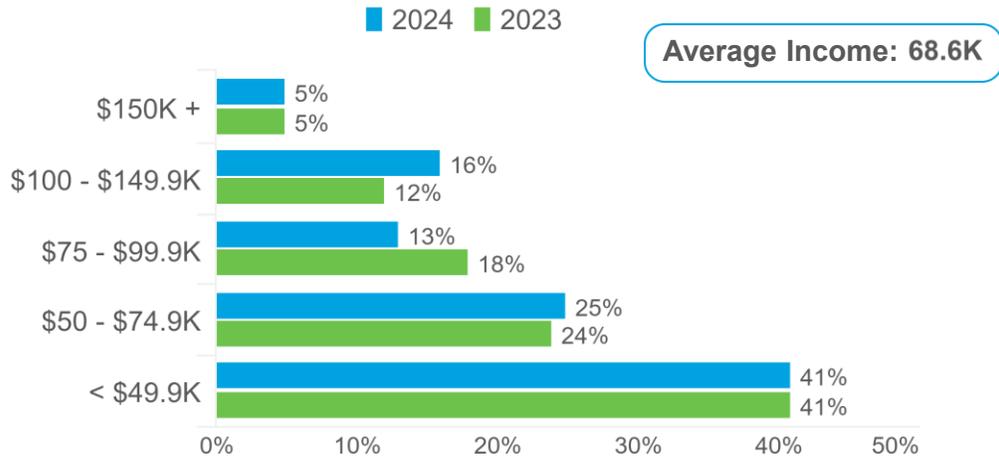
Dining Types on Trip

	Cincinnati	U.S. Norm
 Fast food	46%	40%
 Casual dining	42%	45%
 Unique/local food	27%	23%
 Carry-out/food delivery service	16%	15%
 Fine/upscale dining	11%	12%
 Picnicking	10%	9%

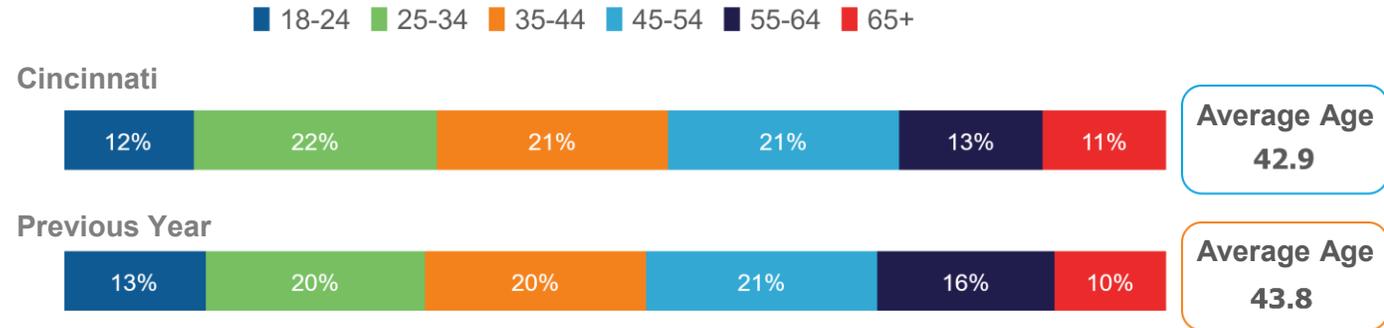
Demographic Profile of Day Cincinnati Visitors

Base: 2024 Day Person-Trips

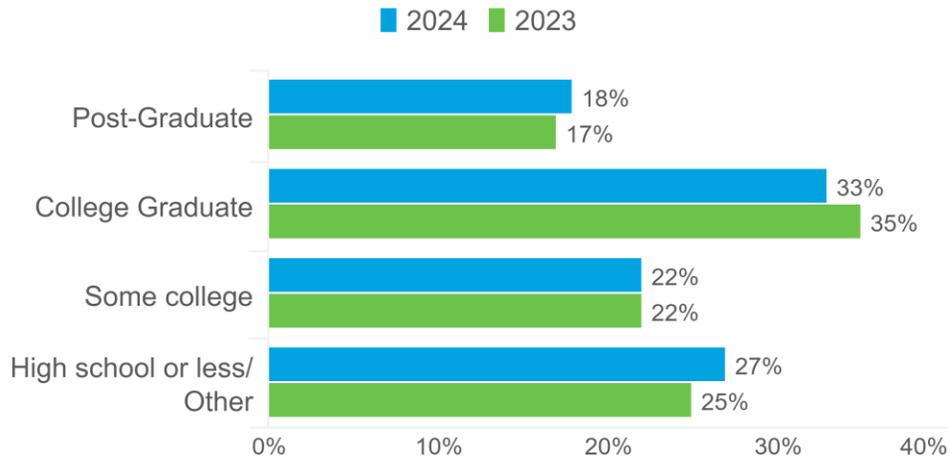
Household Income



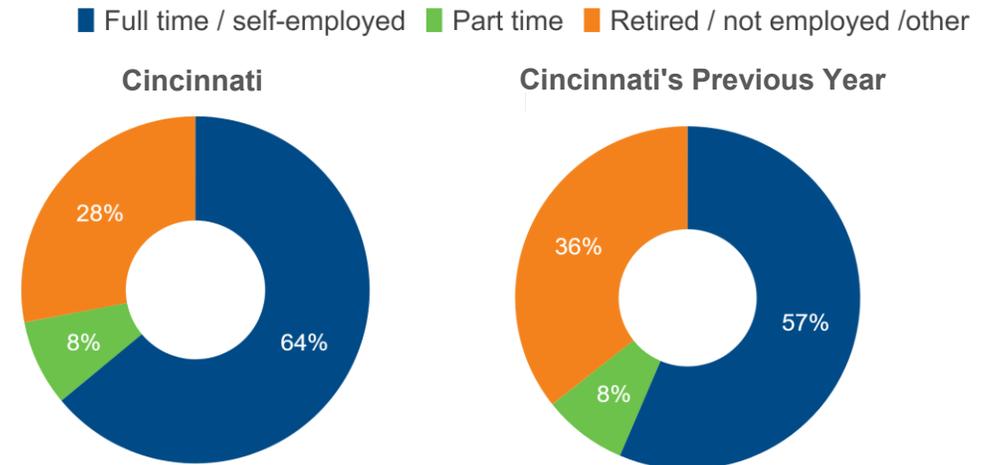
Age



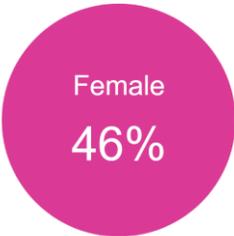
Educational Attainment



Employment

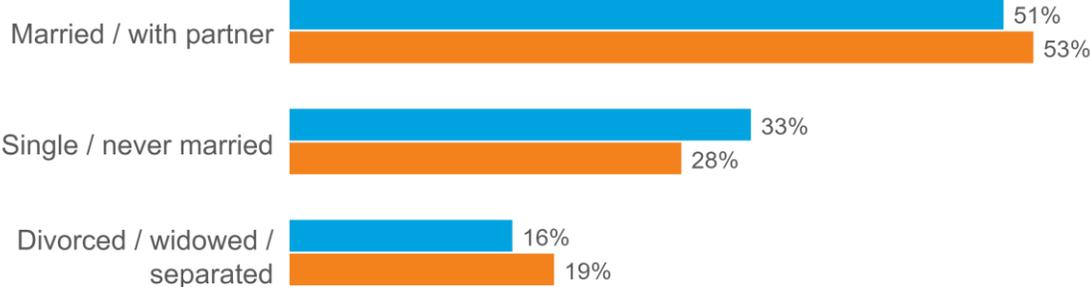


Gender



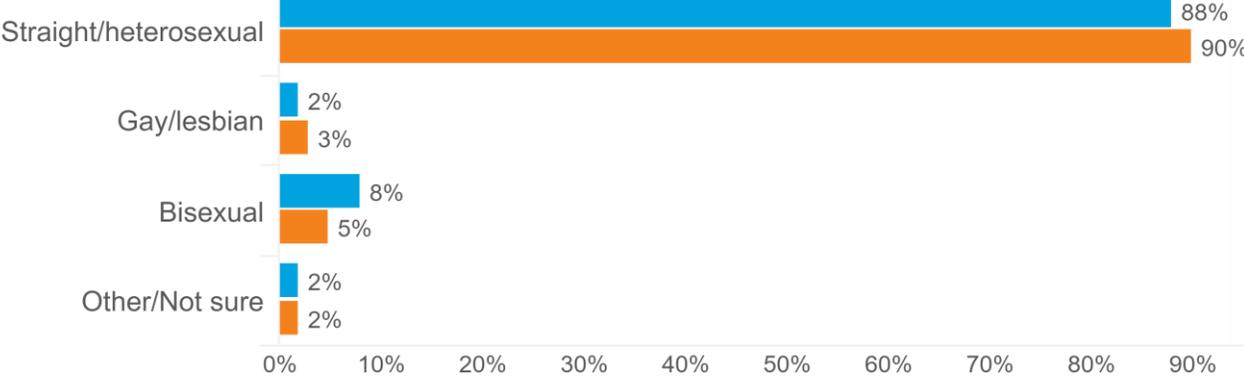
Marital Status

Cincinnati U.S. Norm



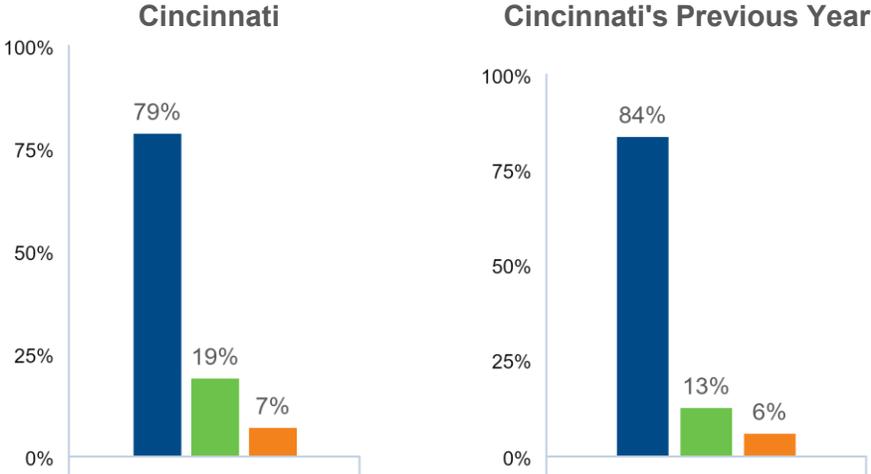
Sexual Orientation

Cincinnati U.S. Norm



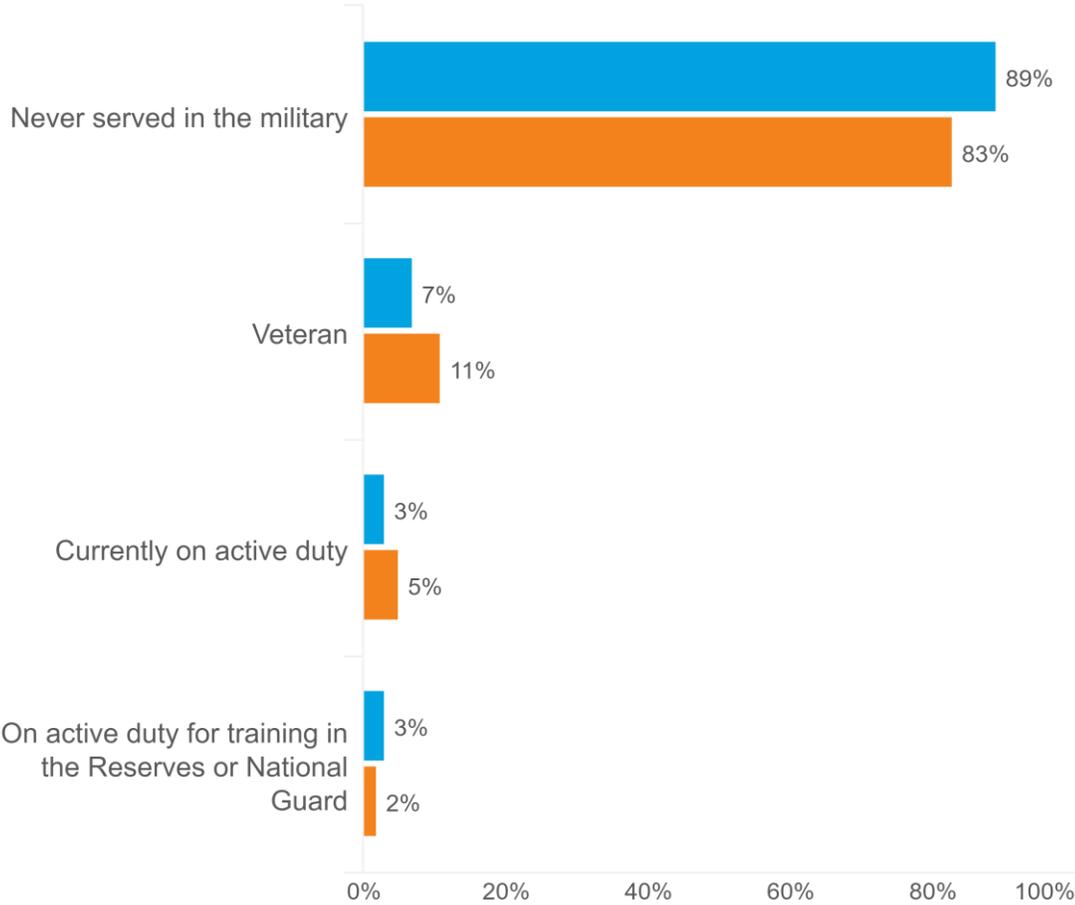
Race

White African-American Other



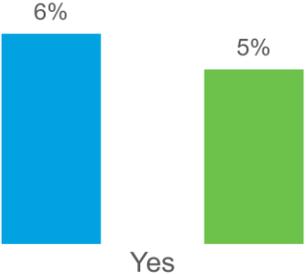
Military Status

Cincinnati U.S. Norm

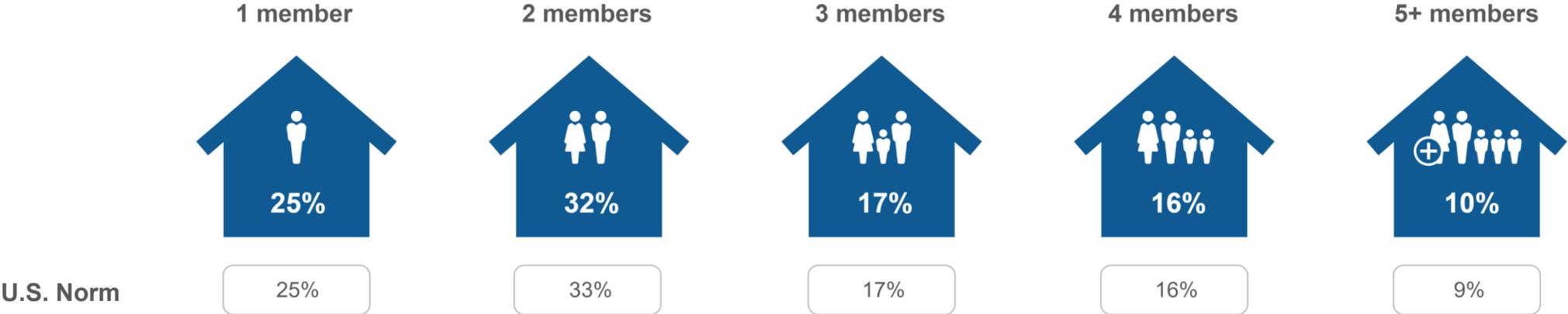


Hispanic Background

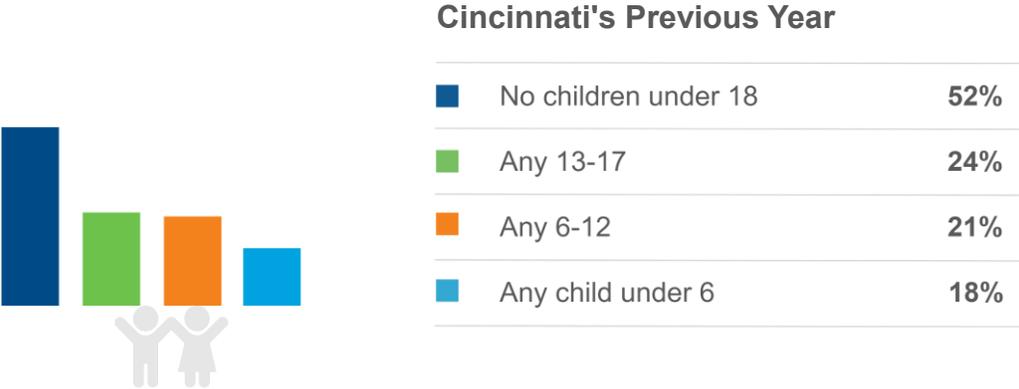
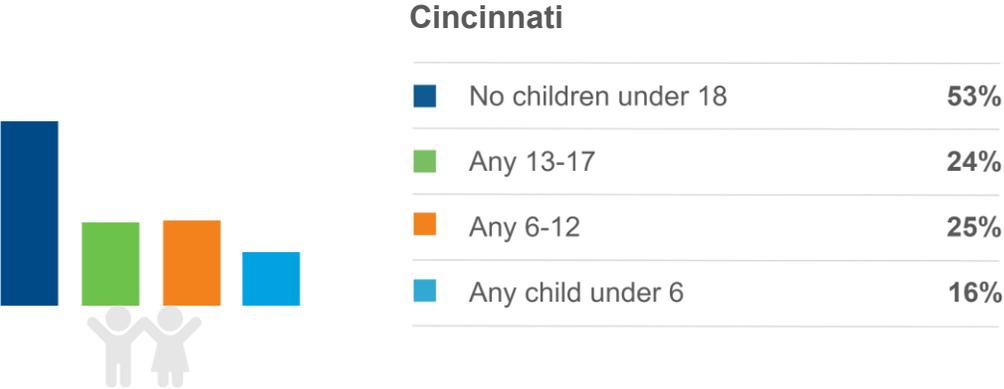
2024 2023



Household Size



Children in Household



C  M P A S S

Longwoods
INTERNATIONAL