



Visitor Research Travel USA Report - Cincinnati 2025

Prepared for

2026-03-31



Travel USA®

Overnight Visitation U.S. Norm Profile Report

2025



Who We Are

About Longwoods International



Established in 1978 as
a market research
consultancy

Headquartered in
Columbus, OH, and
Toronto, ON

Working with over 150
destinations and
brands

Specializing in tourism
market research since
1985

Travel USA® Overview

Methodology

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.

Each quarter, Longwoods International invites a random, projectable sample of adult members (age 18+) from a major U.S. consumer panel to participate in the Travel USA® survey. Respondents are selected to ensure representativeness of the U.S. adult population.

For analysis, data were weighted on key demographic variables to adjust for any differences between the sample and U.S. population targets derived from the 2020 Census.

Cincinnati's base size for overnight trips in 2025:

719

This study yields a margin of error of $\pm 3\%$ at a 95% confidence level. Year-over-year (YOY) and U.S. Norm comparisons are considered statistically significant only when results meet or exceed this threshold.

Pre-Trip

Traveler Profiles & Origins



State & DMA of Origin

Top Traveler Markets for Cincinnati

	2025
Ohio	30%
Kentucky	15%
Indiana	9%
Michigan	6%
Texas	4%



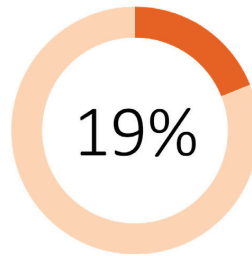
	2025
Cincinnati, OH/KY	14%
Columbus, OH	8%
Lexington, KY	6%
Louisville, KY	5%
Indianapolis-Lafayette, IN	5%

Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel
Parties

25%

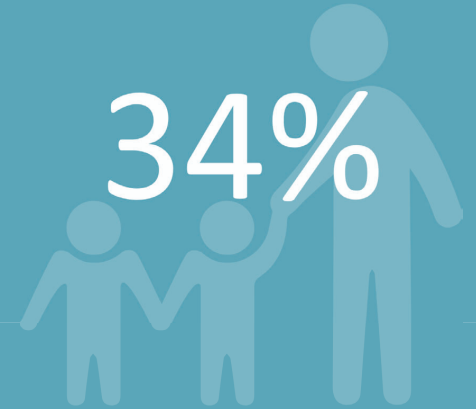


Travel Parties with Pets



Travel Parties
with Children

34%



Travel Party Composition

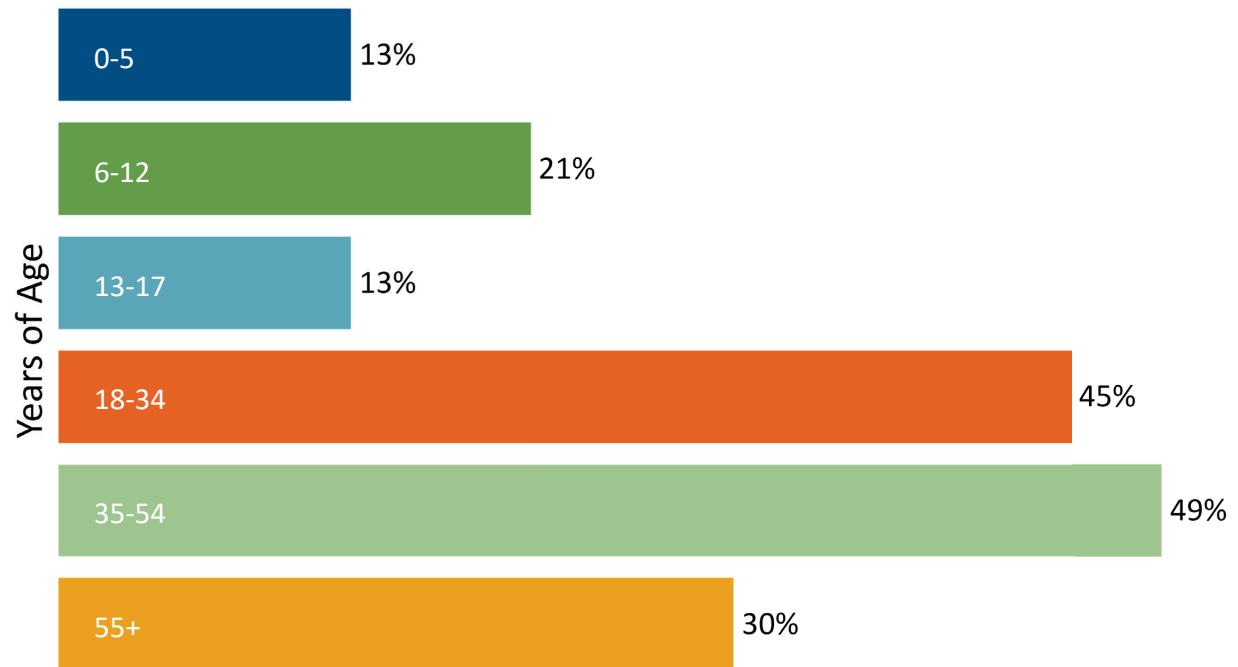
Travel Party Size & Age

Average Travel
Party Size

2.9



Travel Party Age



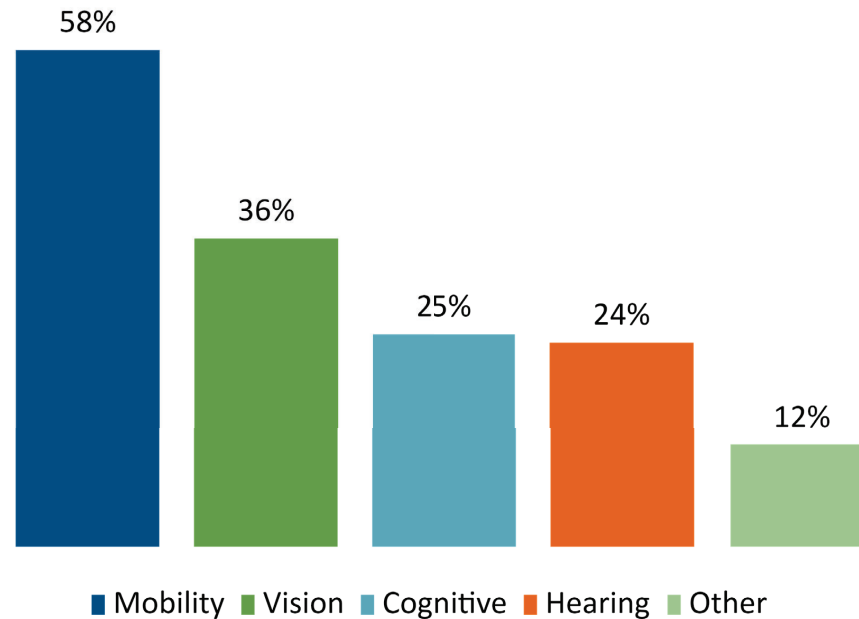
Travelers with Travel-Limiting Disabilities

Disability Categorizations

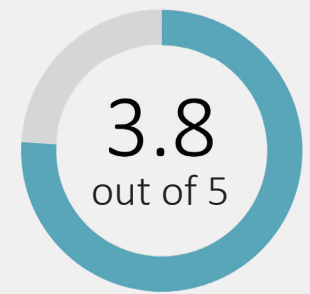
Travel Parties with
an Individual Who
Required
Accessibility
Services

18%

▲ +0.5% vs U.S. Norm



Ease of
Accessibility



Average Satisfaction Rating

Pre-Trip

Traveler Motivators & Segmentation



Main Purpose of Trip

Each respondent selects **one** primary motivator for their trip

43%

Visiting friends / relatives

▲ +4.8% vs U.S. Norm

13%

Special event

▲ +4.4% vs U.S. Norm

7%

Touring

▼ -3.6% vs U.S. Norm

7%

Outdoors

▼ -1.6% vs U.S. Norm

7%

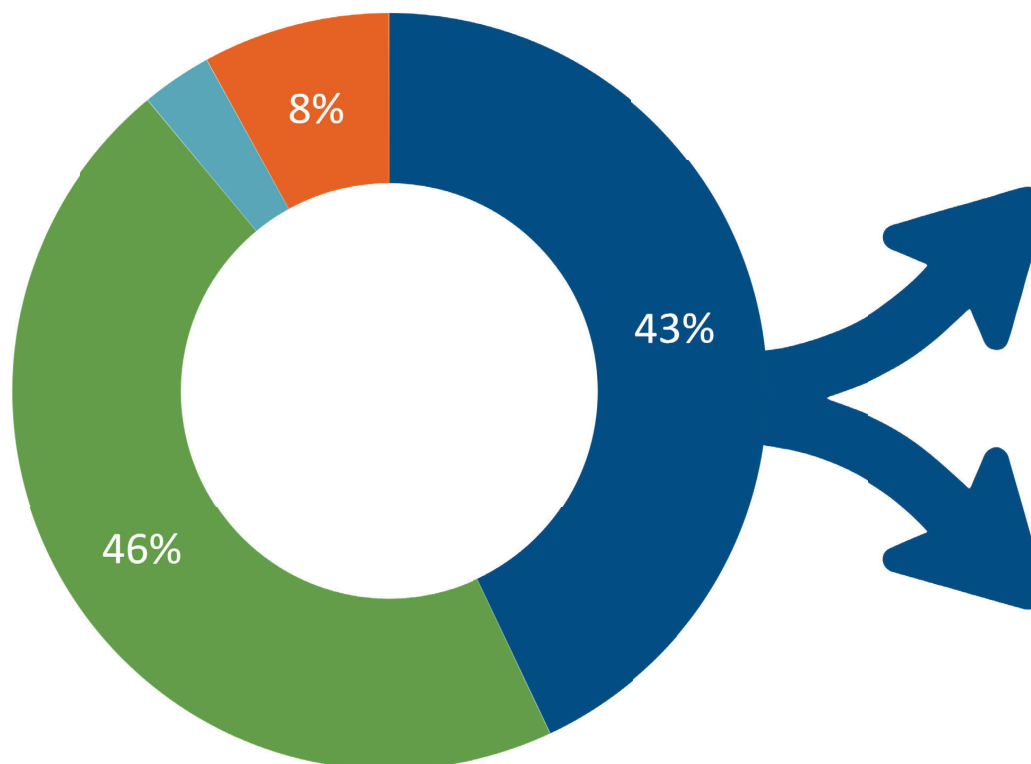
City trip

▼ -0.1% vs U.S. Norm

Market Segmentation

A Macro View of Travelers' Main Purpose of Trip

- Visiting friends/relatives
- Marketable
- Business-leisure
- Business



91%

Visited Friends/Relatives Who
Live in Cincinnati

9%

Met Friends/Relatives in
Cincinnati Who Live Elsewhere

Top Traveler Personas

Each respondent selects **one** persona that most closely describes their travel style

26%

Budget friendly traveler:
prioritizing affordability
and value for money

17%

Family traveler:
prioritizing activities and
accommodations
suitable for children

15%

Outdoor & adventure
seeker: drawn to
outdoor activities and
thrill-seeking

9%

Culture/heritage/history
seeker: seeking local
cultures, historical sites,
and engaging with local
traditions

9%

Special event traveler:
traveling for music
festivals, sporting events,
or other major events

7%

Business traveler:
traveling for work
purposes, prioritizing
convenience
connectivity

Pre-Trip

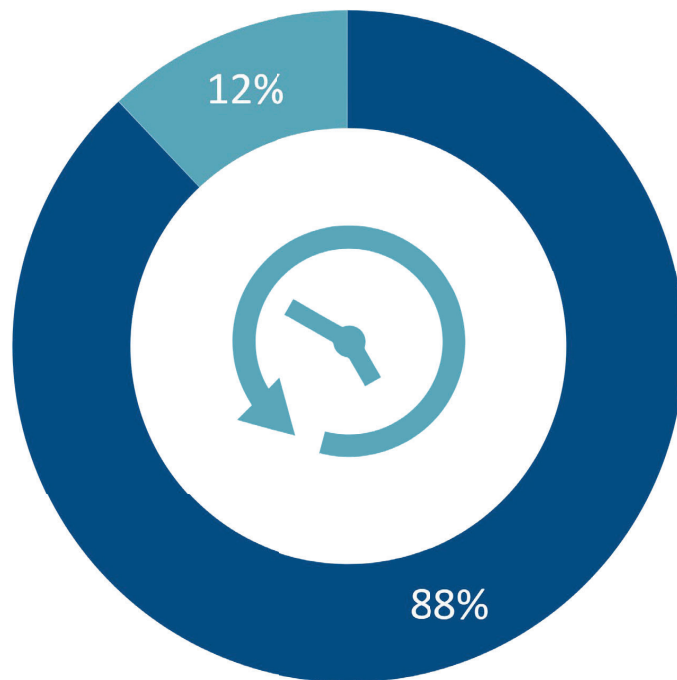
Travel Planning



Duration of Travel Planning

When Travelers Began Research for Their Trip

■ Planned in advance ■ Did not plan in advance



Did not plan anything in advance

12%

▲ +1.5% vs U.S. Norm

2 months or less

48%

▲ +0.3% vs U.S. Norm

3-5 months

23%

▲ +2.0% vs U.S. Norm

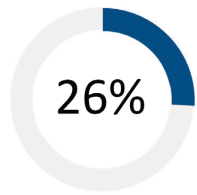
6 months or more

17%

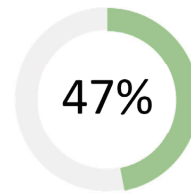
▼ -3.8% vs U.S. Norm

Sources of Trip Planning

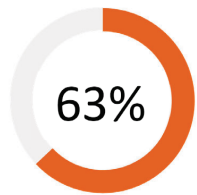
Share of Travelers Who Used Each Media Type for Trip Planning



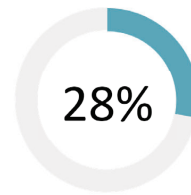
Print



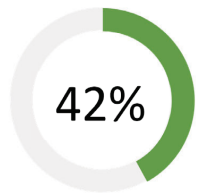
In-Person



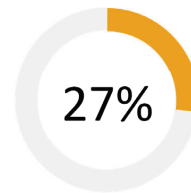
Online/Digital



TV/Video



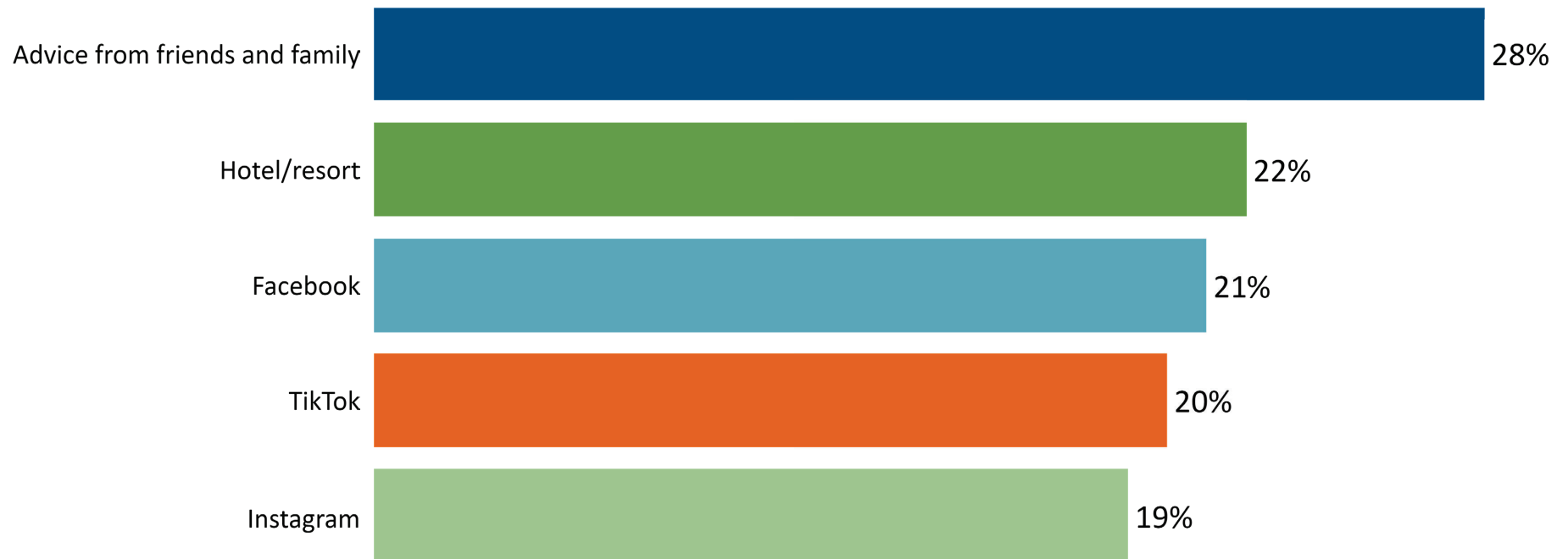
Social Media



Radio/Audio

Sources of Trip Planning

Top Information Sources Travelers Used for Trip Planning



During Trip

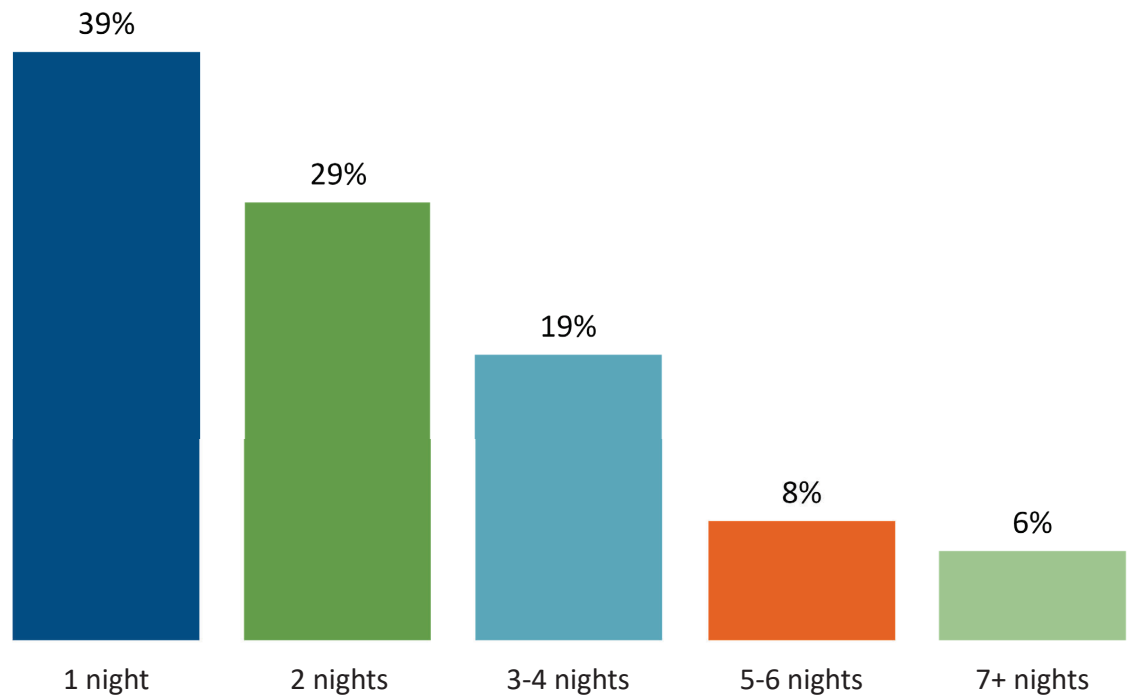
Trip Structure

Trip Structure

Nights Spent in Cincinnati

Average
Number of Nights

2.6



Trip Structure

Share of Total Trip Spent in Cincinnati

Average Number of
Nights Spent in Cincinnati

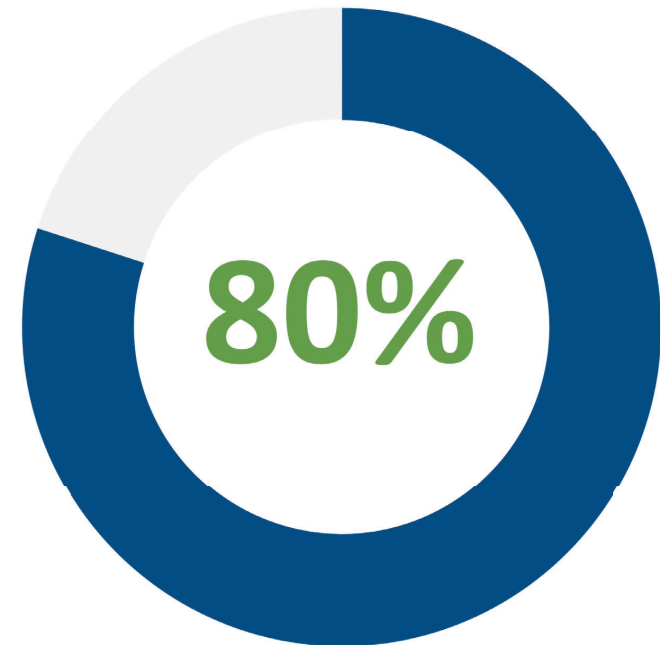
2.6

Average Number of
Total Trip Nights

3.3

=

Share of Total Trip Spent in
Cincinnati



*Accounts for trip nights that
Cincinnati travelers spent in other
destinations.*

During Trip

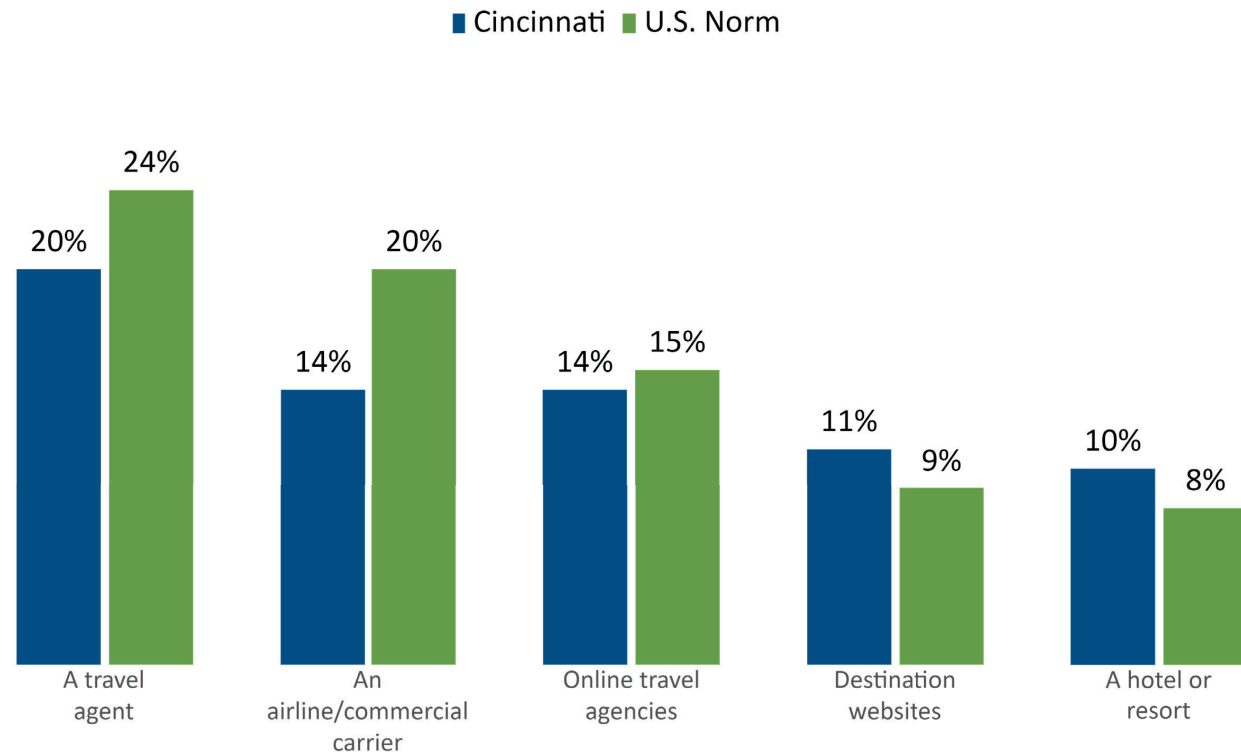
Transportation & Accommodations

Longwoods
INTERNATIONAL



Booking: Transportation

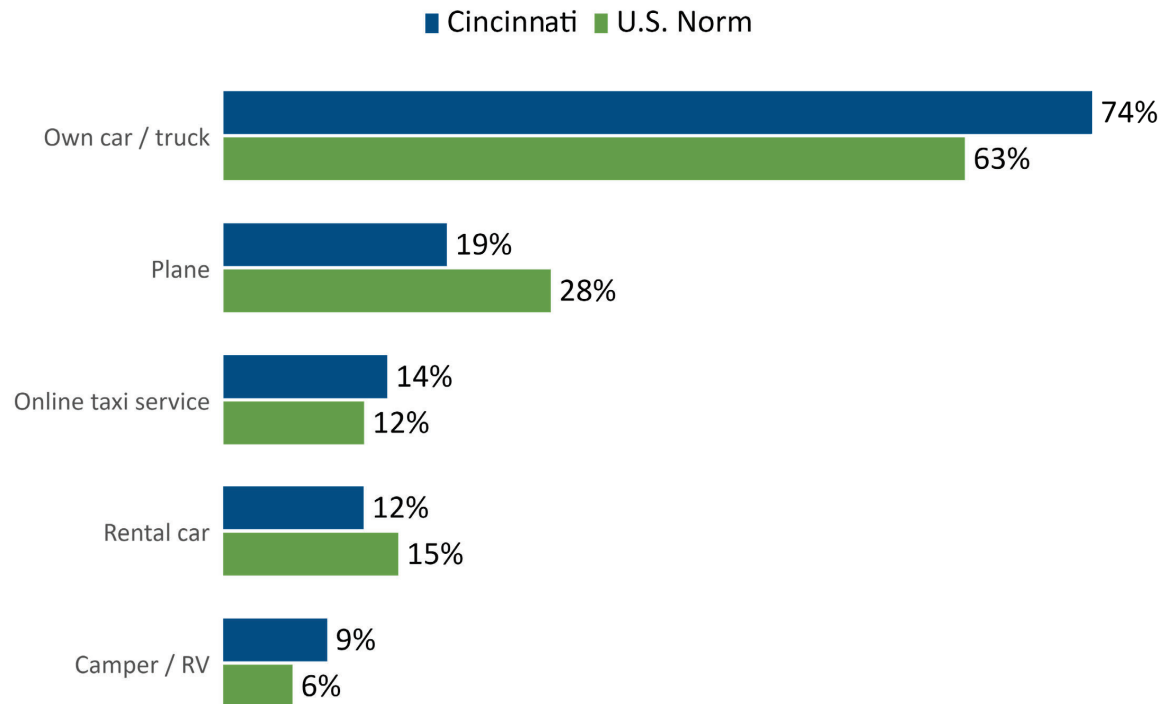
Top Booking Sources for Transportation



See Reference Guide for a full list of booking sources.

Transportation *to* Destination

Top Modes of Transportation Used by Travelers to Get to Cincinnati



Vehicle Type

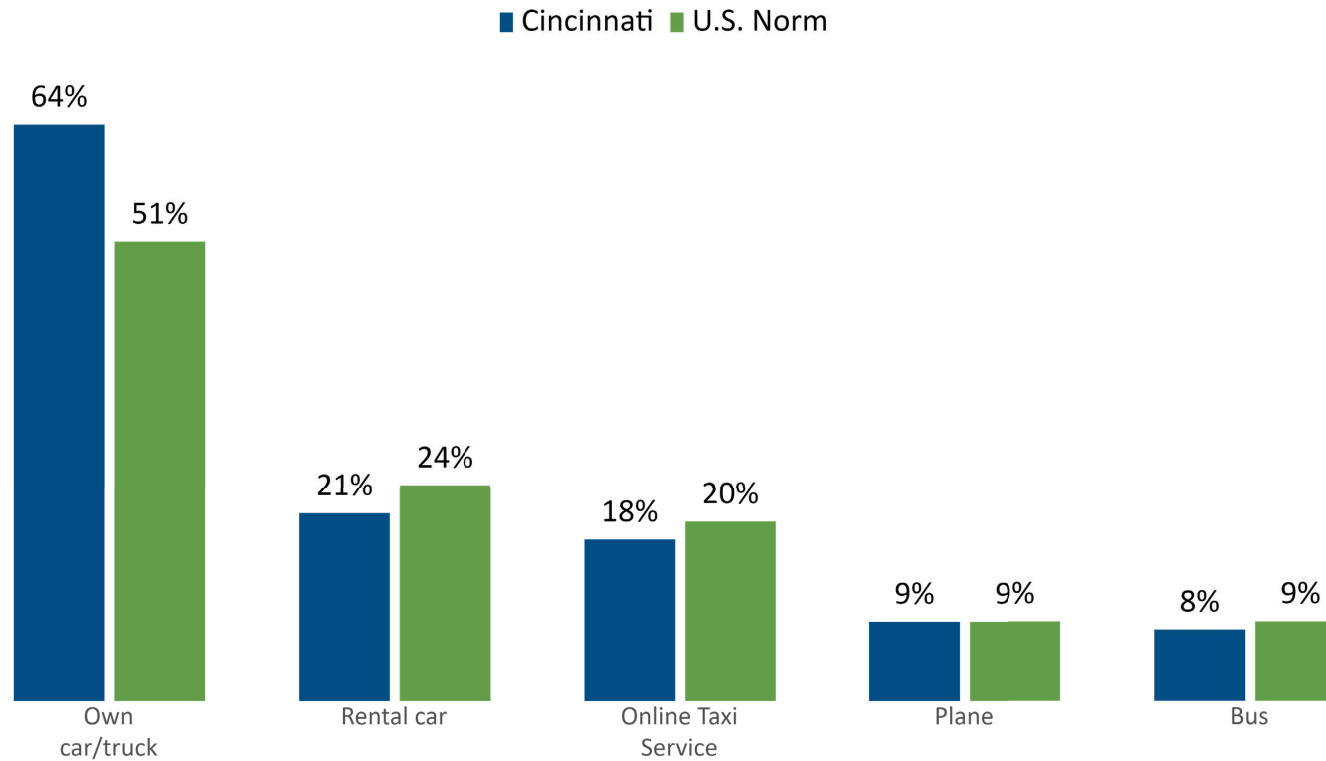
Gasoline/diesel	86%	▲	+7.0% vs U.S. Norm
Hybrid	11%	▼	-1.5% vs U.S. Norm
Electric	8%	▼	-2.2% vs U.S. Norm
Plug-in-hybrid	6%	▲	+0.3% vs U.S. Norm

Vehicle type is only asked of travelers who selected 'rental car' or their 'own car/truck' as a mode of transportation to the destination.

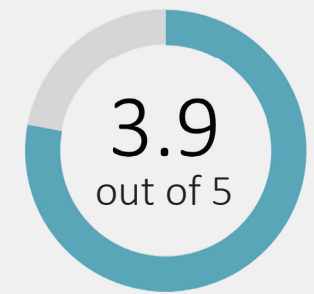
See Reference Guide for a full list of transportation modes.

Transportation *Within* Destination

Top Modes of Transportation Used by Travelers in Cincinnati



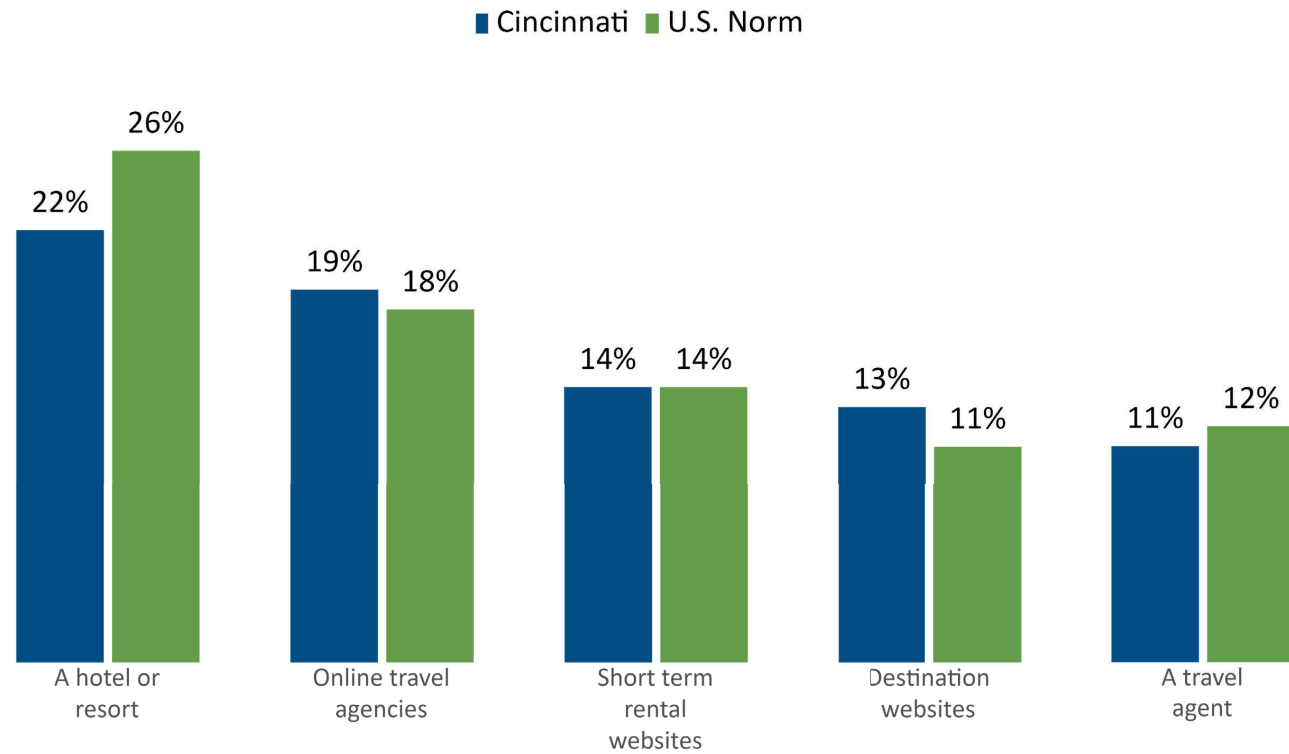
Public Transportation



Average Satisfaction Rating

Booking: Accommodations

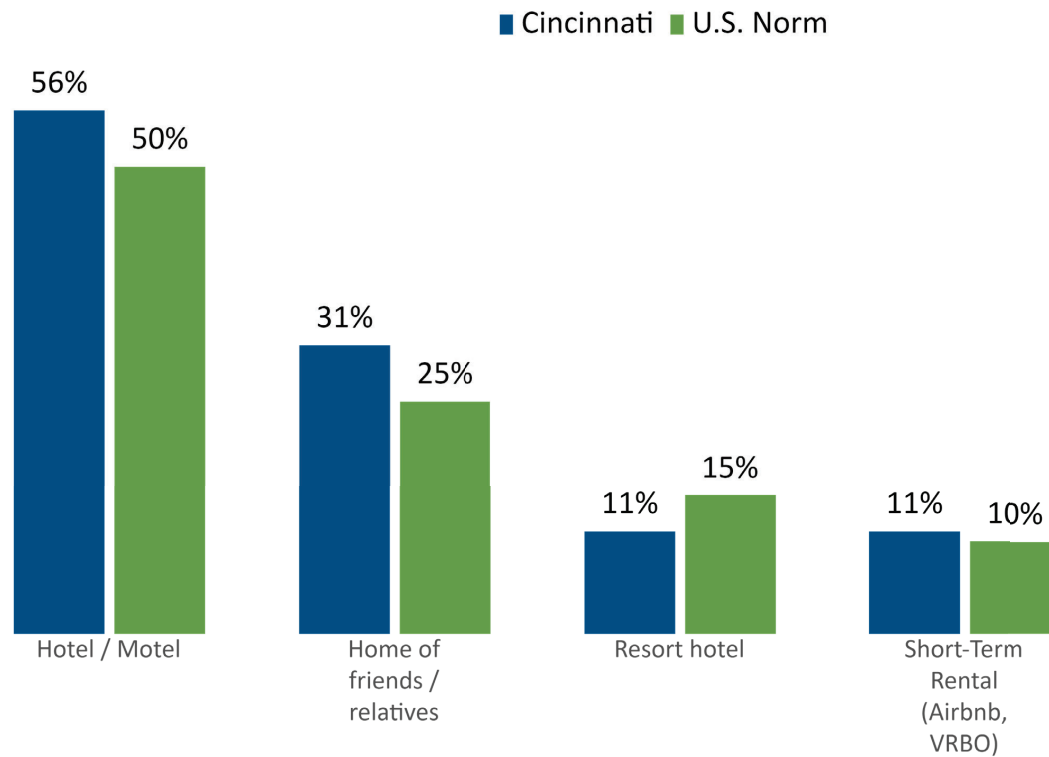
Top Booking Sources for Accommodations



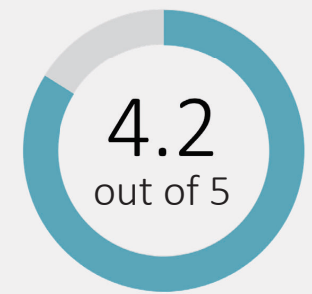
See Reference Guide for a full list of booking sources.

Accommodations

Top Accommodation Types for Cincinnati Travelers



Quality of Accommodations



Average Satisfaction Rating

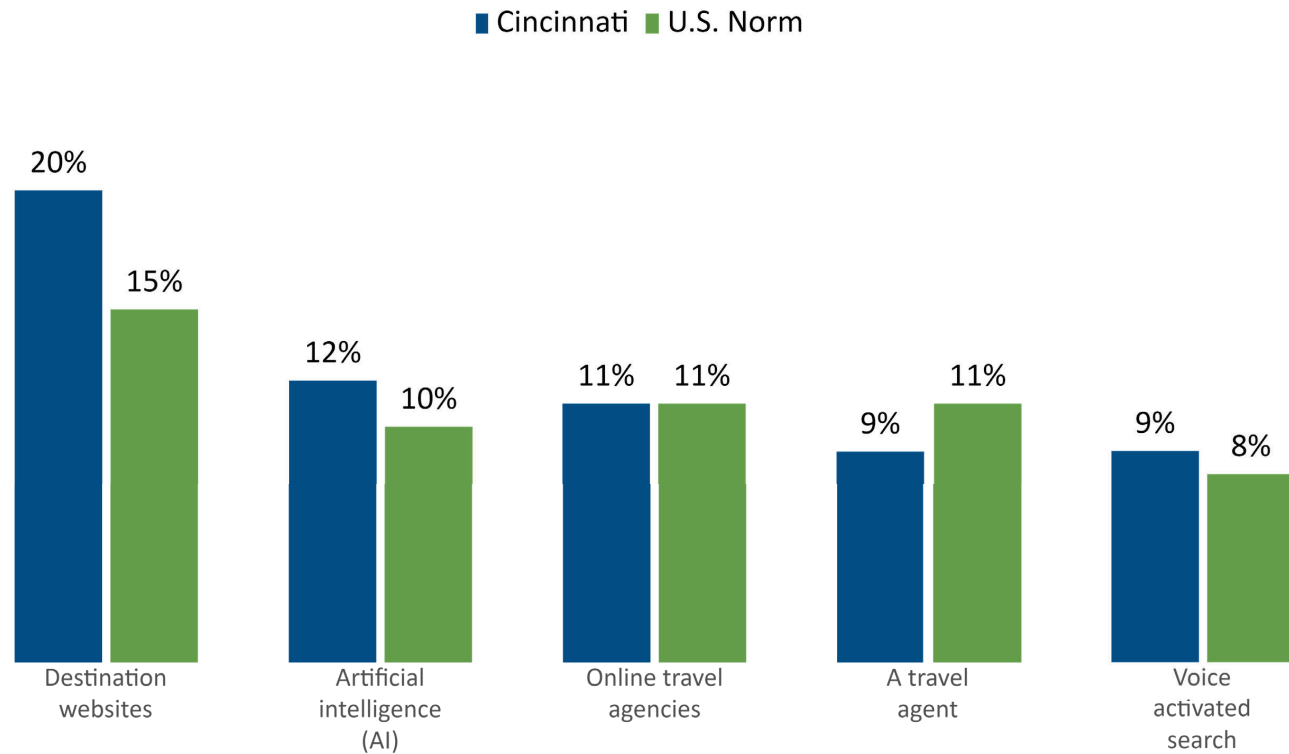
During Trip

Destination Activities



Booking: Activities

Top Booking Sources for Activities



Entertainment Activities

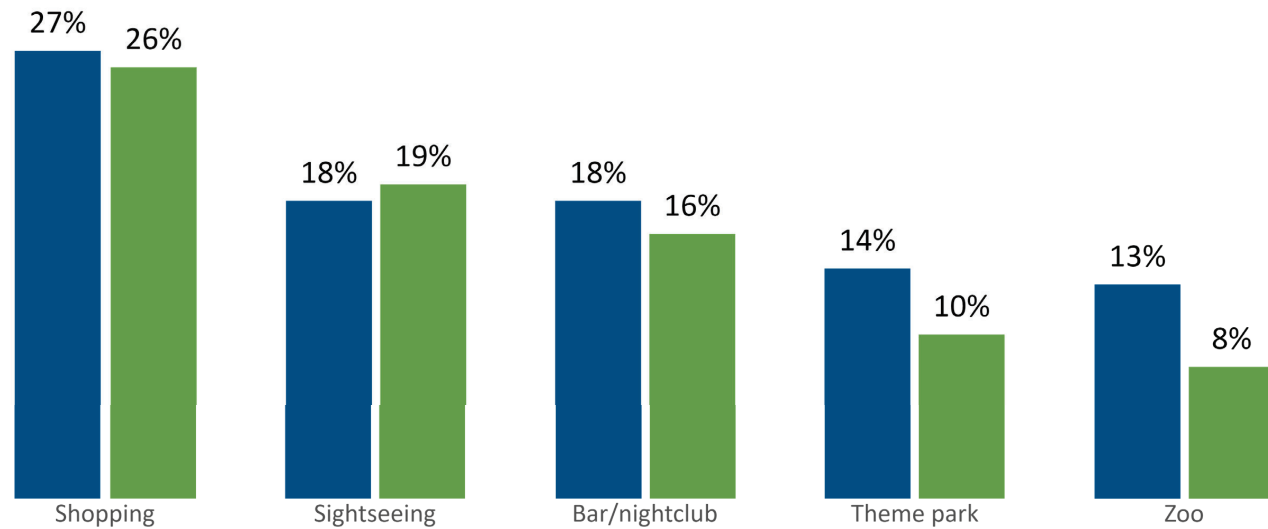
Top Entertainment Activities for Cincinnati Travelers

67%

Participated in
Entertainment
Activities
During Their Trip

U.S. Norm: 62%

■ Cincinnati ■ U.S. Norm



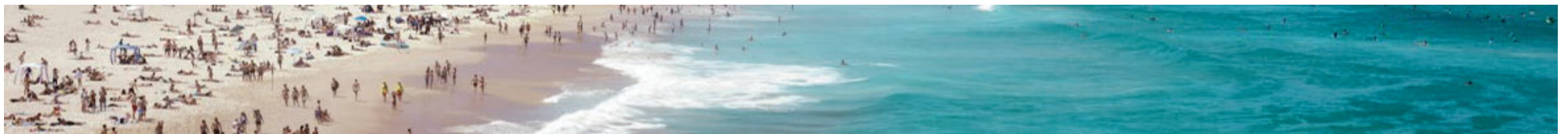
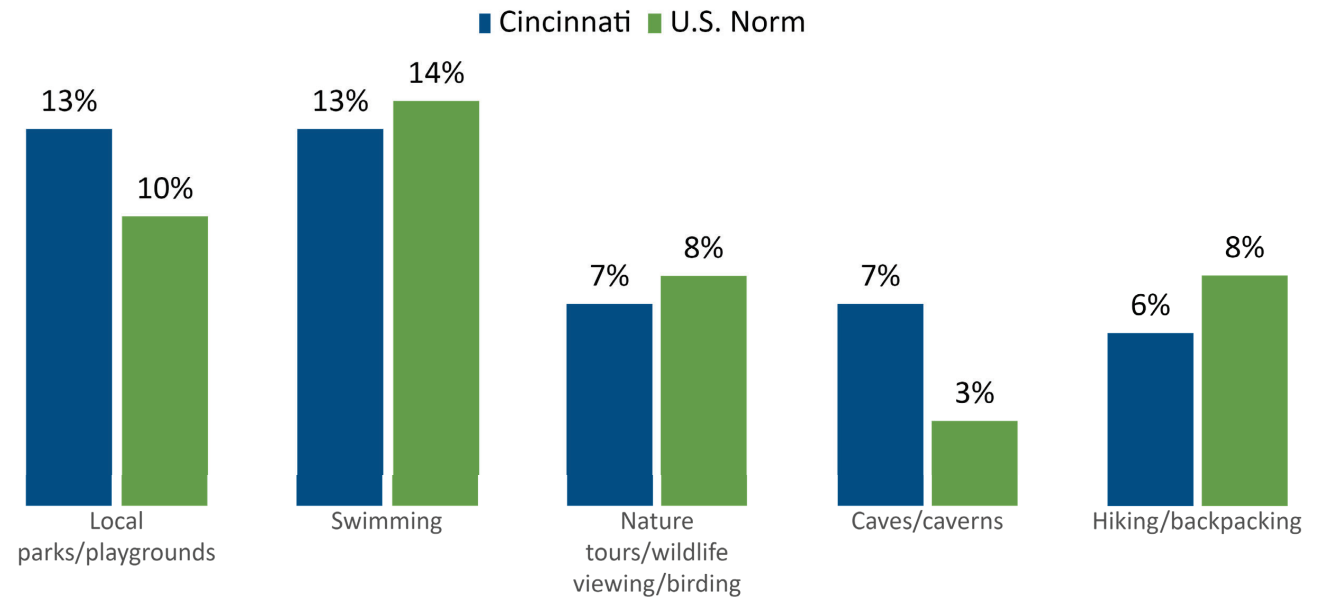
Recreational Activities

Top Recreational Activities for Cincinnati Travelers

46%

Participated in
Recreational
Activities
During Their Trip

U.S. Norm: 52%



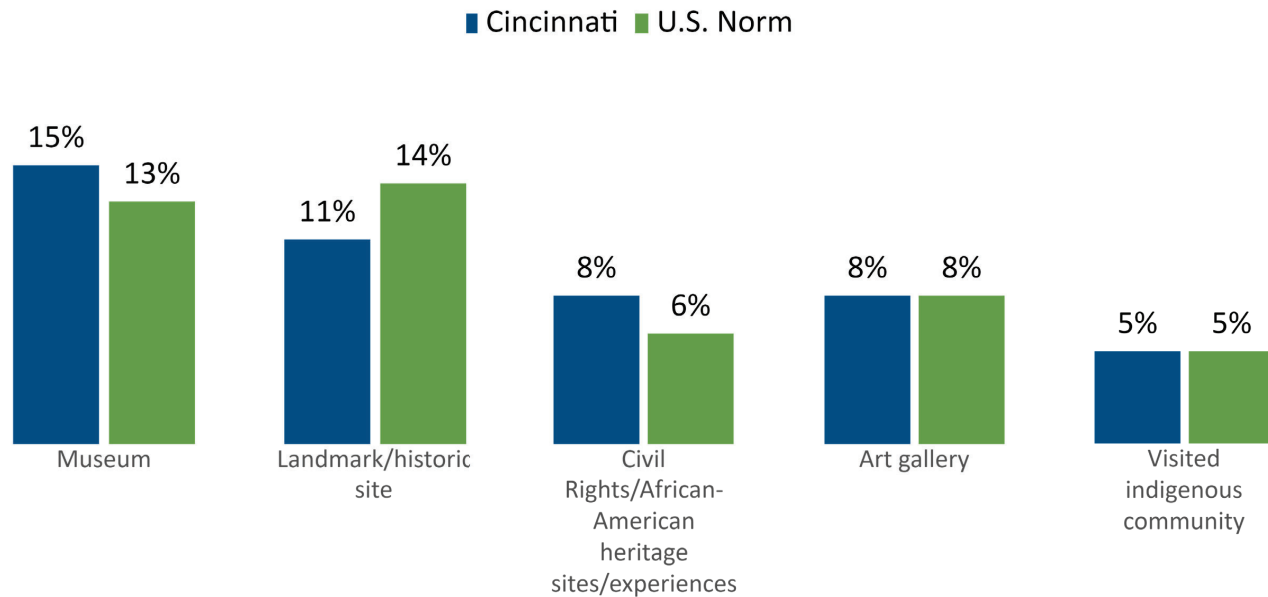
Cultural Activities

Top Cultural Activities for Cincinnati Travelers

33%

Participated in
Cultural
Activities
During Their Trip

U.S. Norm: 33%



Sporting Events

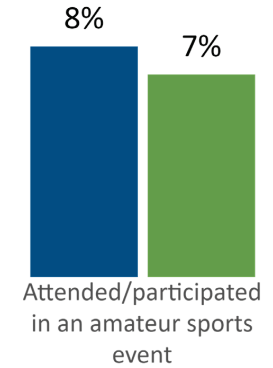
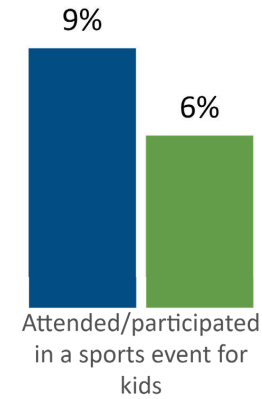
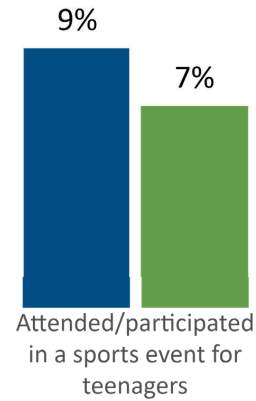
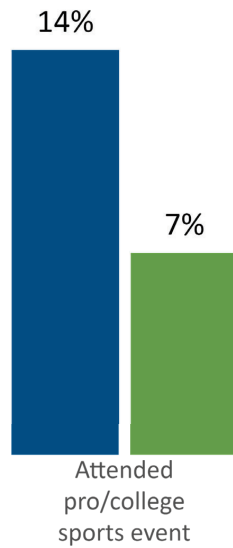
Top Sporting Events for Cincinnati Travelers

30%

Participated in
Sporting
Events
During Their Trip

U.S. Norm: 21%

■ Cincinnati ■ U.S. Norm



Business Activities

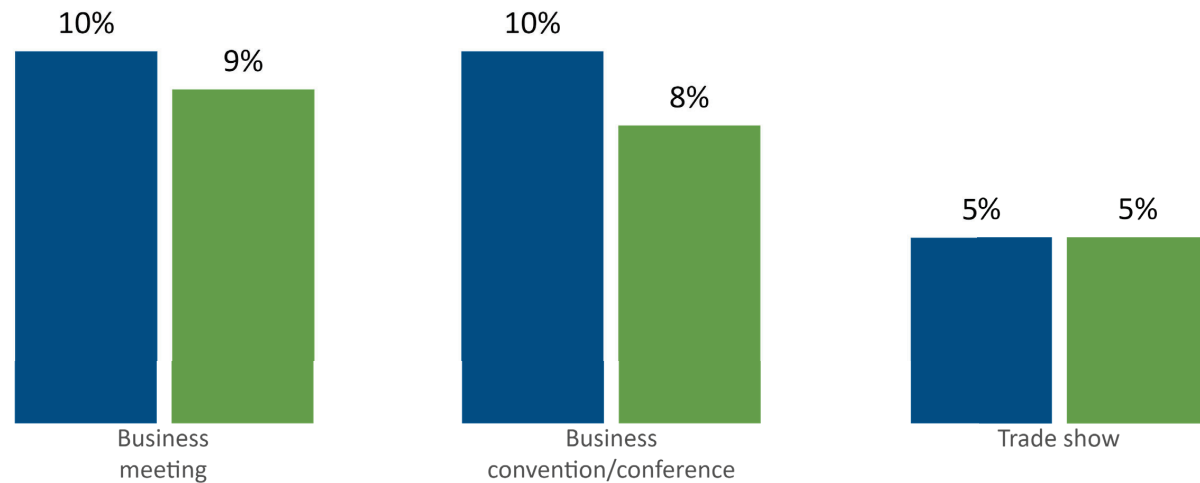
Top Business Activities for Cincinnati Travelers

20%

Participated in
Business
Activities
During Their Trip

U.S. Norm: 17%

■ Cincinnati ■ U.S. Norm



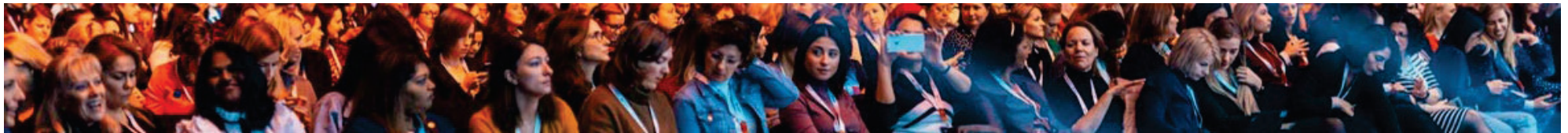
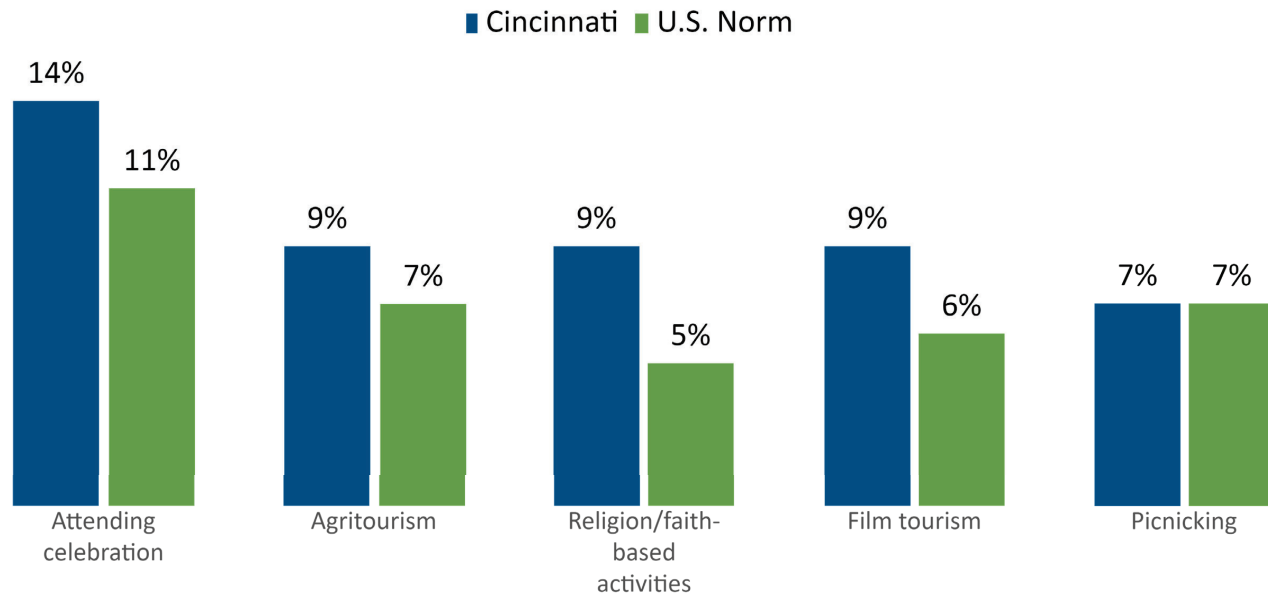
Other Activities

Top Other Activities for Cincinnati Travelers

45%

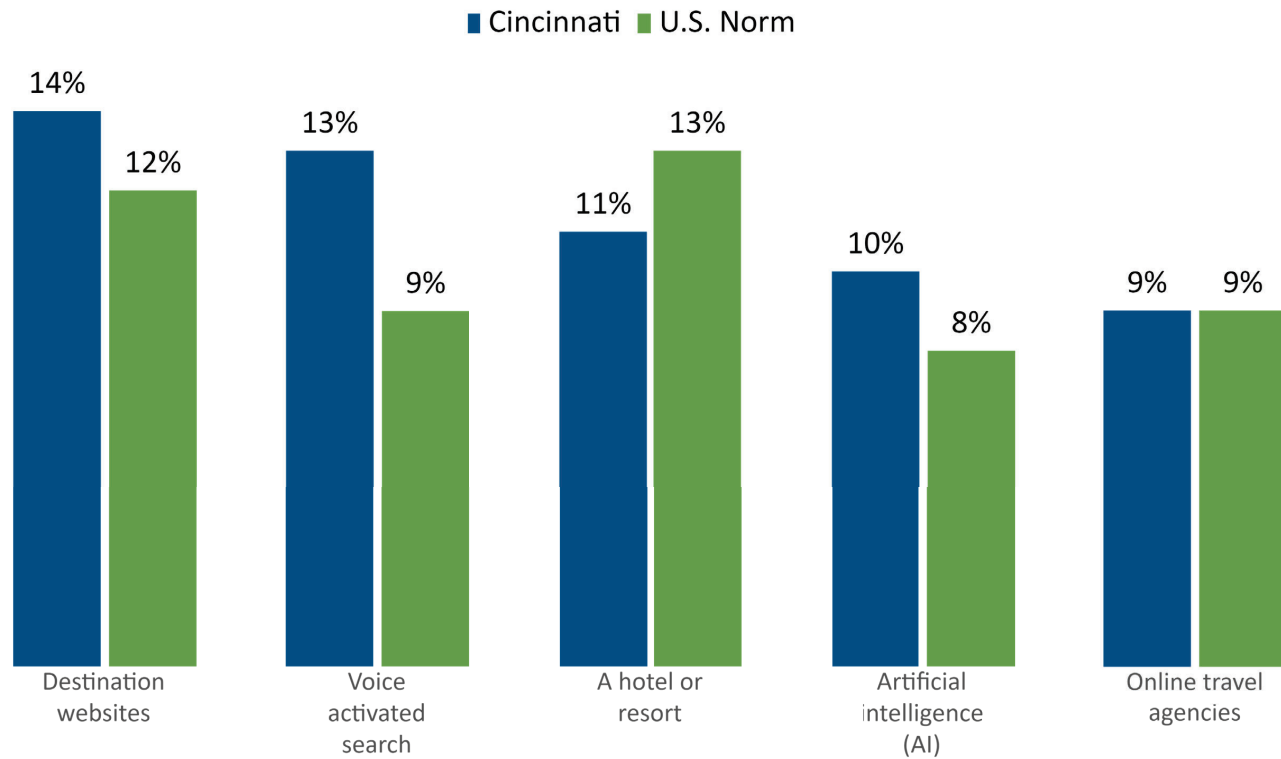
Participated in
Other
Activities
During Their Trip

U.S. Norm: 41%



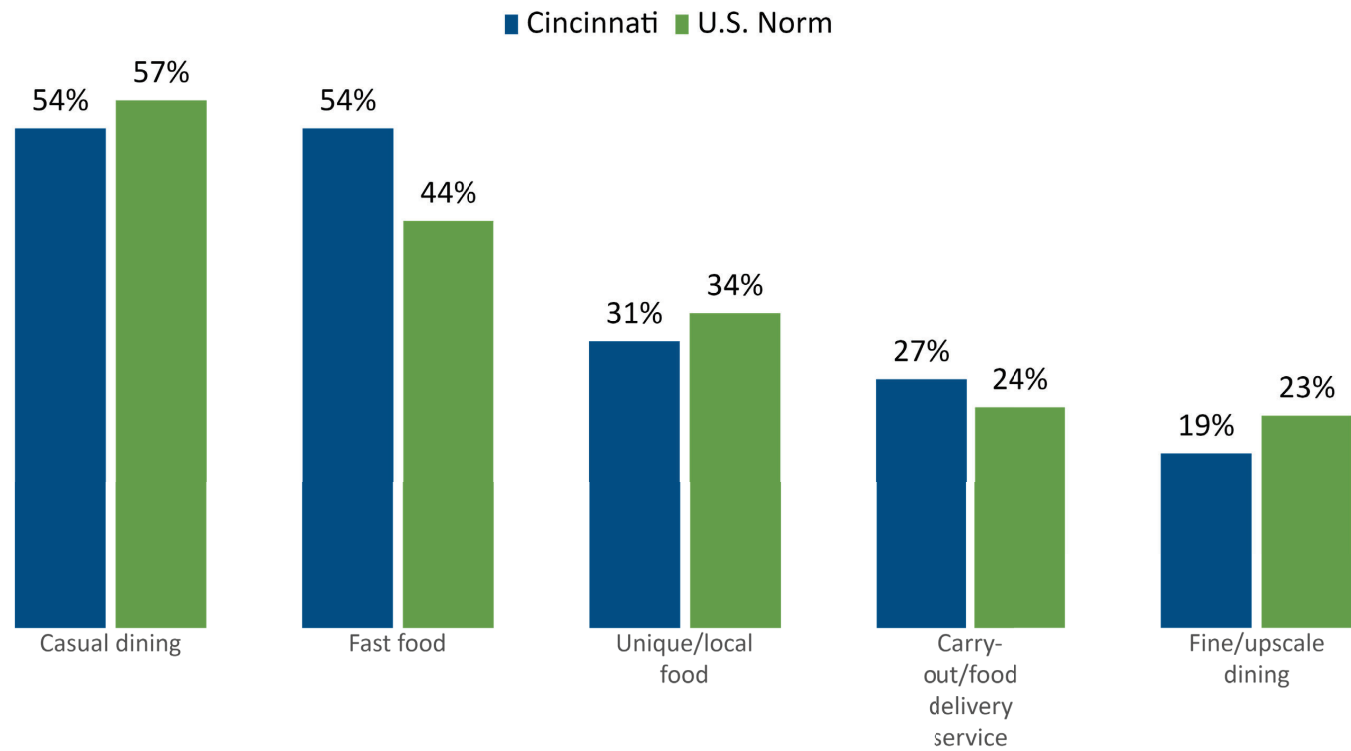
Booking: Dining

Top Booking Sources for Dining

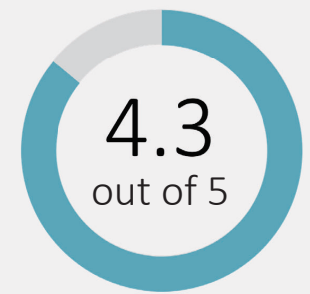


Dining

Top Dining Categories for Cincinnati Travelers



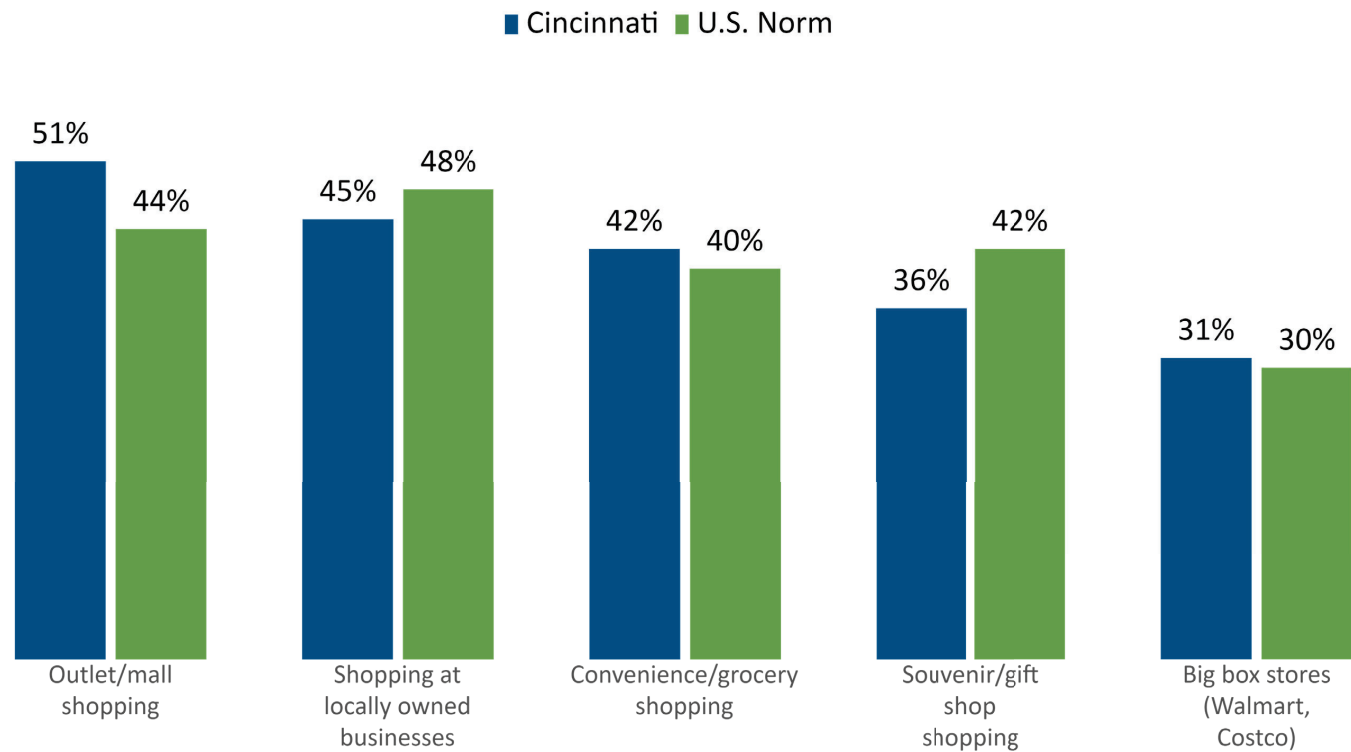
Quality of Food



Average Satisfaction Rating

Shopping

Top Shopping Categories for Cincinnati Travelers



This question is only asked of travelers who selected 'shopping' as an activity during their trip to Cincinnati.

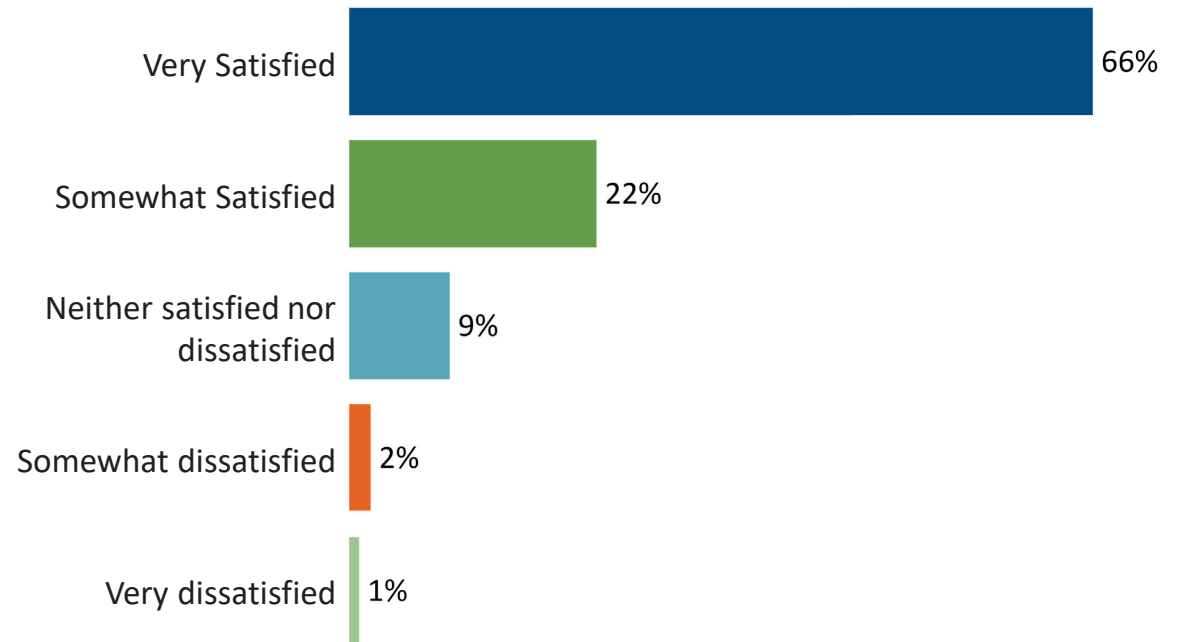
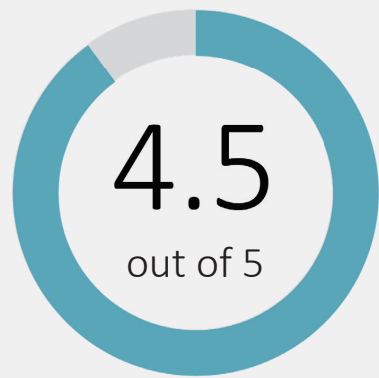
Post-Trip

Traveler Satisfaction & Retention

Satisfaction with Overall Trip

How Overnight Visitors Rated Their Cincinnati Experience

Average Satisfaction Rating



Additional Satisfaction Indicators

Key Components of the Cincinnati Experience

Safety & Security



Cleanliness of Destination



Value for Money



Sightseeing & Attractions



Music, Nightlife, & Entertainment



Friendliness of People



Visitor Retention Metrics

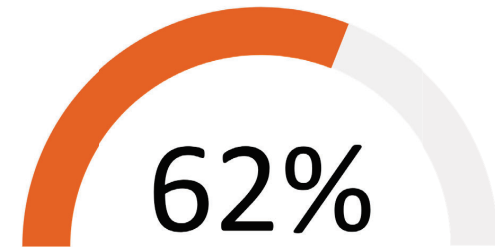
Key Predictors of Future Travel to Cincinnati

Past Visitation

Total Repeat Visitors



Repeat Visitors Within
Past 12 Months



Selected That They Were
'Very Likely' to Return to
Cincinnati

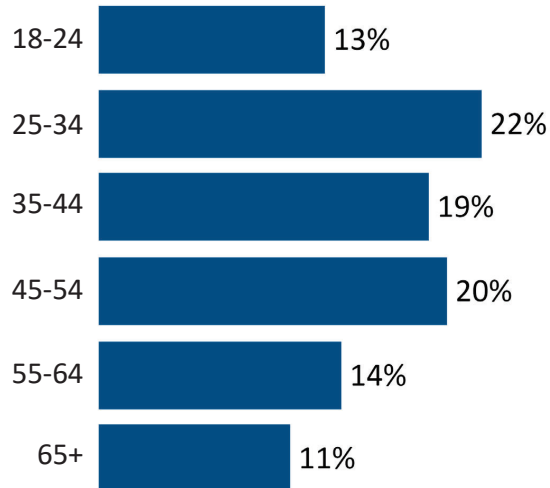
*Repeat visitation is the strongest
predictor of future travel.*

Respondent Demographics

Age, Gender, & Household Income

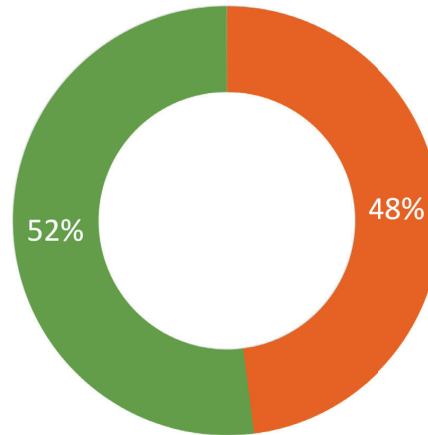
Respondent Demographics for Cincinnati

Age



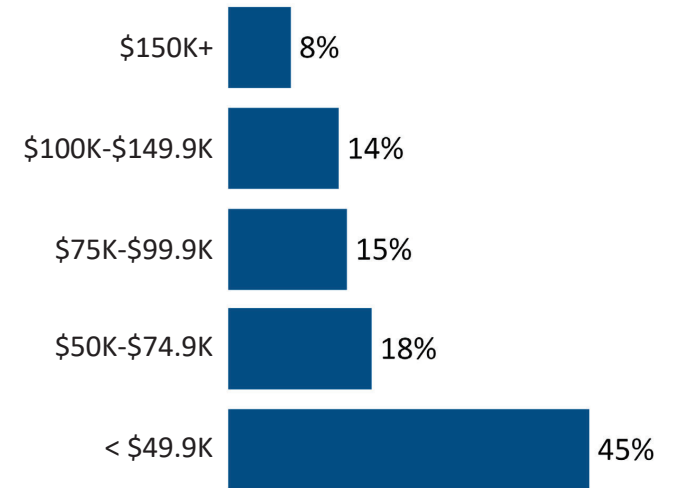
Average Age: 43.0

Gender



Female Male

Household Income

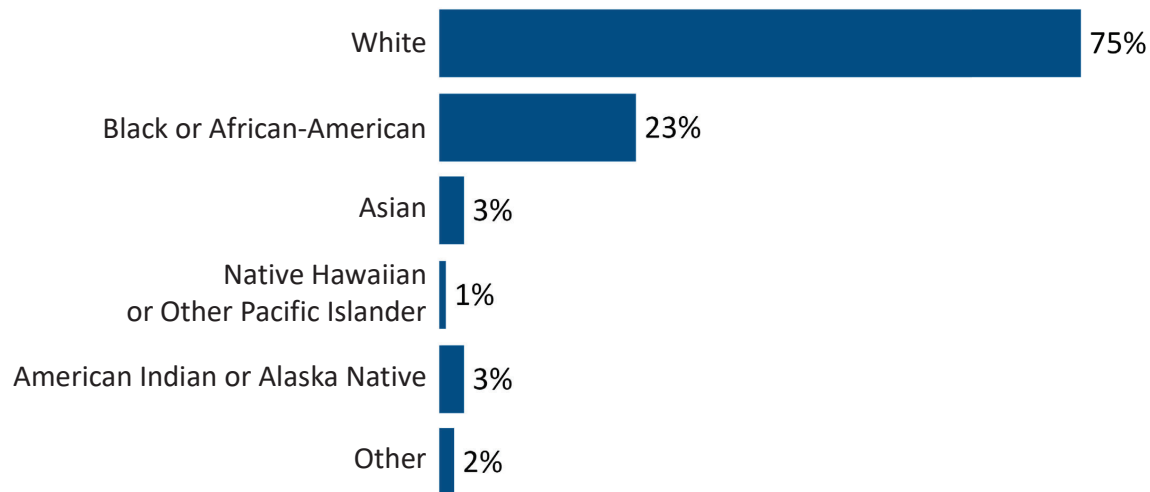


Average Income: \$71.1K

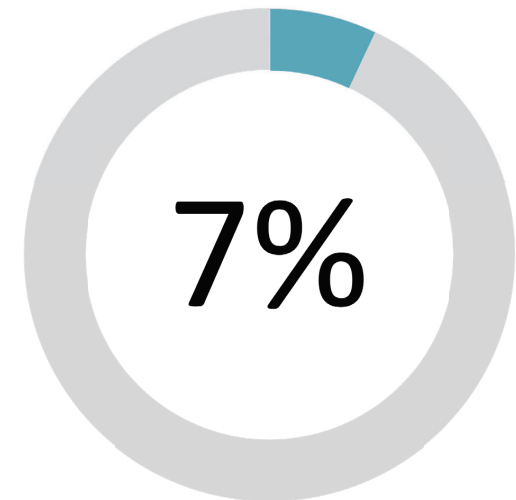
Race & Hispanic Background

Respondent Demographics for Cincinnati

Race



Hispanic Background



Race & ethnicity questions and category groupings align with the U.S. Census. These questions are multi-select, self-reported, and respondents have the option not to answer.

Additional Demographics

Respondent Demographics for Cincinnati

Employment

60% full-time / self-employed
10% part-time
30% retired / not employed / other

Marital Status

49% married / living with a partner
36% single / never married
15% divorced / widowed / separated

Military Status*

85% never served in the military
8% veteran
5% currently on active duty
3% on active duty for training

Education

27% high school diploma or less / other
22% attended some college
36% associate's or bachelor's degree
15% graduate or professional degree

Sexual Orientation

88% straight
4% gay / lesbian
7% bisexual
1% other / not sure

Household Size

25% 1 member
34% 2 members
18% 3 members
15% 4 members
8% 5+ members

** Multi-select to include status for all household members*



