



VISITOR PROFILE

The Kentucky Bourbon Trail® is helping make Kentucky a destination for tourists from across the nation and around the world. Affluent visitors are staying for multiple days, taking distillery tours, participating in tastings, and are going back home to plan their next trip and recommend a distillery tour to their family and friends.

A WIDE VARIETY OF PEOPLE ENJOY THE KENTUCKY BOURBON TRAIL®



62% have incomes above \$100,000

Most visitors have incomes between

.....**\$100,000**

.....and **\$150,000**



60% male



4% non-binary



36% female



12% identify as a racial minority

7% identify as LGBTQIA+

During their distillery visit...



...**94%** of non-drinkers felt included.

...**97%** of non-drinkers felt comfortable.

TOURISTS ARE COMING FROM ACROSS THE NATION AND AROUND THE WORLD TO VISIT DISTILLERIES ON THE KENTUCKY BOURBON TRAIL®

Respondents come from **48 states, 20 countries and 6 continents!**

Most visitors plan to stay in the region **3 to 5 days**

Visitors most commonly travel with **2 to 4 adults**

In total, **out-of-state groups typically spend \$600-\$1400** on dining, entertainment, lodging, and transportation.



76% of respondents come from outside of Kentucky



84% stayed in hotels or other rental facilities (Airbnb, bed & breakfast, etc.)



89% traveled by car to Kentucky

TRAIL VISITORS KNOW THEIR PRODUCT, CONSUME BOURBON REGULARLY, AND ENJOY THE HERITAGE OF AMERICA'S NATIVE SPIRIT.



Nearly two of five are visiting a distillery because they are fans of the company's products



96% consume spirits monthly



74% of respondents are interested in the history and culture of Bourbon

DISTILLERY VISITORS ARE HIGHLY SATISFIED, ENGAGED, AND VISITING MULTIPLE DISTILLERIES!



95% are highly satisfied with their distillery experience.



97% would recommend a distillery tour to their family and friends



96% of visitors would like to visit another distillery



91% discovered a new brand or product during their visit to Kentucky



Respondents on average have visited almost 6 distilleries in Kentucky

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ENJOY BOURBON LIKE A TRUE KENTUCKIAN—RESPONSIBLY.



Methodology

During a twelve-month period in 2022-23, IQS Research conducted in-person and online interviews with 3,395 visitors to 35 distilleries on the Kentucky Bourbon Trail®, the Kentucky Bourbon Trail Craft Tour®, and at the Frazier History Museum in Louisville.

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