

KENTUCKY BOURBON TRAIL®

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

Tourists come from across the nation and around the world to *visit* Bourbon Trail™ attractions



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

Visitors come from all **50** states, **20** countries and **6** continents!



76% of respondents come from outside of Kentucky



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

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



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

89% travel by car to Kentucky

A wide variety of people *enjoy* the Kentucky Bourbon Trail® experience



62% have incomes above \$100,000

Most visitors have incomes between **\$100,000** and **\$150,000**



62% male



38% female

Kentucky Bourbon 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



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



96% consume spirits monthly

Distillery visitors are highly *satisfied*, engaged, and visit 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



During distillery visits, **94%** of non-drinkers felt included **97%** of non-drinkers felt comfortable



Respondents on average have visited almost **6** distilleries in Kentucky



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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® and at the Frazier History Museum in Louisville. KENTUCKY BOURBON TRAIL®, BOURBON TRAIL™, KBT® and associated designs and logos are trademarks/service marks of the Kentucky Distillers' Association. Please enjoy responsibly.