USA ROAD TRIPS RESEARCH SUMMARY

RESEARCH & INSIGHTS ON ROAD TRIP TRAVEL ACROSS THE USA
Research from Longwoods International and Analysis and Insights from Miles Partnership

A joint research summary from Longwoods International and Miles Partnership based on custom analysis of the 1997-2019 Longwoods Travel USA™ Research and the 2020 COVID-19 Travel Sentiment Study
EXAMPLES & MARKETING TIPS

ROAD TRIPS INSIGHTS

USA ROAD TRIPS EXAMPLES ACROSS THE U.S.
Road trip marketing efforts are expanding to meet the demand during the recovery from COVID-19.

**Brand USA:** Dozens of road trip ideas and itineraries are available that are also ideal for domestic visitors. Many include touring routes across multiple states – an obvious opportunity to build joint marketing coming out of this crisis. *
MORE: visittheusa.com/usa-trip-ideas

**Maryland:** Visit Maryland built on its long-term commitment to marketing road trips during the COVID-19 crisis by repurposing existing video content to create new COVID-19 oriented video and other messaging. *
MORE: visitmaryland.org/scenic-byways

**Kentucky:** Kentucky Tourism tightly integrates experiences into its road trips by offering themed itineraries (eg: Family Fun or Spiritual Travel) in addition to a range of inviting Culinary Trails that includes cooperative marketing with its State Parks Department. *
MORE: kentuckytourism.com/explore-kentucky/road-trips-trails

*Brand USA, Maryland Office of Tourism, Kentucky Department of Tourism and Chattanooga Tourism Company are all clients of Miles Partnership.

5 ESSENTIAL TIPS FOR MARKETING ROAD TRIPS

1. **ENGAGE WITH LOCALS:** Many road trips are to visit friends and family. Engage with local residents to stimulate this market. You will need locals’ support in getting out into the community themselves and in welcoming visitors back to your destination during the recovery from COVID-19.

2. **CLEAR AND CONSISTENT HEALTH GUIDELINES:** U.S. road travelers want to know they can travel safely. This starts with implementing clear and consistent health and safety guidelines across your destination, ensuring public places and businesses are all on board with the same standards. Work with your tourism operators to ensure they are supported in the changes they need to make to their business and staff training.

3. **CALLS TO ACTION:** Once you have addressed health and safety concerns, use a strong call to action to stimulate engagement. To maximize yield from the recovery of tourism, think about engaging experiences or value-adds such as highlighting outdoor experiences (which are particularly attractive during COVID-19) or, since VFR is an important part of road trips, offering discounts for locals hosting their friends and families.

4. **HYPER-INFORMED & ACTIVE:** Road trip travelers are adventurous, curious and hungry for information! They seek a wide range of activities during their trip and are heavy users of both online and offline media in trip planning. DMO websites are a top source of information, so make sure you meet and exceed their high expectations for the depth and range of content.

5. **ESSENTIAL PARTNERSHIPS:** Road trip travelers are explorers without regard for state, city or county borders. DMOs need to work with a wide range of industry partners and other DMOs in their own state and, importantly, other states to offer a compelling visitor proposition. Develop products and marketing programs that link complementary experiences into road trip itineraries, regardless of county or state boundaries. In the recovery from COVID-19, this is now an even greater opportunity.

**BONUS TIP:** STAY CURRENT
Keep your road trips marketing up to date during the recovery from COVID-19. Resources include Longwood International’s COVID-19 Traveler Sentiment Study sponsored by Miles and the Arrivalist Daily Travel Index.

Full research & resources available at milespartnership.com/usa-road-trips

Source of Research: A custom report drawn from Longwoods Travel USA™ travel research – one of the largest ongoing studies of U.S. travelers conducted quarterly since 1990 by Longwoods International. The custom report uses 2019 data and segmented out Road Trip Travelers (those travelers for whom the road trip was the primary purpose of travel). More information at: longwoods-intl.com • Icons by ©Flaticon; Illustrations by freepik.com. August 2018.