

VIRGINIA IS FOR LOVERS[®]

Blue Ridge Highlands Region Travel Profile

Source: VA Module of TNS TravelsAmerica, FY2015

Household trips 50+ miles, one-way, away from home including day trips or with one or more nights away from home to **Blue Ridge Highlands Region** during **FY 2015** - the localities are listed below.

Cells shaded in red indicate a sample size of less than 300. These data should be used with caution. **Margin of error is +/- 6.63%.**

	All
Sample Size (N)	216
Weighted Percent of Total	100% (n=213.71)
Primary purpose of Trip	
Visit friends/relatives	41%
Outdoor recreation	7%
Entertainment/Sightseeing	17%
Other pleasure/personal	13%
Personal business	4%
Business - Convention/tradeshow	less than 0.5%
Business - Conference/seminar	1%
* Employee Training/Seminar	2%
* Client or Customer Meeting/Service	2%
* Internal Business Meeting	less than 0.5%
* Sales/Marketing	less than 0.5%
* Internal Operations/Equipment Repair or Service	1%
* All Other General Business	7%
Other	5%
All purposes of trip	
Q1A Visit friends/relatives - All purposes for trip	60%
Q1A Outdoor recreation - All purposes for trip	28%
Q1A Entertainment/Sightseeing - All purposes for trip	38%
Q1A Other pleasure/personal - All purposes for trip	33%
Q1A Personal business - All purposes for trip	10%
* Q1A Business - Employee Training/Seminar - All purposes for trip	7%
* Q1A Business - Client or Customer Meeting/Service - All purposes for trip	7%

* Q1A Business - Internal Business Meeting - All purposes for trip	6%
* Q1A Business - Sales/Marketing - All purposes for trip	7%
* Q1A Business - Incentive/Reward - All purposes for trip	5%
* Q1A Business - Internal Operations/Equipment Repair or Service - All purposes for trip	5%
* Q1A Business - Any Other General Business - All purposes for trip	11%
Q1A Business - Convention/Tradeshaw - All purposes for trip	5%
Q1A Business - Conference/Seminar - All purposes for trip	5%
Q1A Other - All purposes for trip	12%
Month of Travel	
July 2014	7%
August 2014	6%
September 2014	11%
October 2014	7%
November 2014	11%
December 2014	8%
January 2015	6%
February 2015	6%
March 2015	7%
April 2015	7%
May 2015	12%
June 2015	12%
Holiday Travel	
VA1_1. Did your ... trip to Virginia include a holiday or a holiday weekend?	30%
Weekend Getaway	
VA2_1. Did this trip include a Friday night and/or a Saturday night in Virginia?	67%
Total Travel Party Size	
1	20%
2	44%
3	17%
4	11%
5	3%
6+	5%
Mean:	2.6
Median:	2
Age of Travel Party Members	

Age of Travel Party Members

VA5_1_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - Under 6 years	4%
VA5_2_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 6 - 12	7%
VA5_3_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 13 - 17	5%
VA5_4_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 18 - 24	10%
VA5_5_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 25 - 34	17%
VA5_6_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 35 - 44	14%
VA5_7_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 45 - 54	16%
VA5_8_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 55 - 64	16%
VA5_9_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 65 and over	11%

Travel Party Members Under 18 Years Old

Travel parties that include children under 18	20%
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Modes of Travel Used on Entire Trip (all states visited)

Q2A Own Auto/truck - All modes of transportation for trip	81%
Q2A Rental car- All modes of transportation for trip	12%
Q2A Camper/RV- All modes of transportation for trip	2%
Q2A Ship/Boat- All modes of transportation for trip	1%
Q2A Airplane- All modes of transportation for trip	13%
Q2A Bus - All modes of transportation for trip	1%
Q2A Train - All modes of transportation for trip	3%
Q2A Motorcoach/Group Tour - All modes of transportation for trip	
Q2A Other - All modes of transportation for trip	2%
Q2A Motorcycle - All modes of transportation for trip	3%

Primary Mode of Travel Used on Entire Trip

Primary Mode of Travel Used on Entire Trip

Own Auto/truck	77%
Rental car	8%
Camper/RV	1%
Airplane	9%
Train	less than 0.5%
Motorcycle	3%
Other	1%

Total Nights Spent on Entire Trip

0	19%
1	16%
2	14%
3	13%
4	11%
5	10%
6	4%
7	1%
8 through 13	7%
14+	6%
Mean:	4
Median:	3

Total Number of Nights at Lodging Used Anywhere in Virginia

1	27%
2	25%
3	17%
4	11%
5+	20%
Mean:	3.9
Median:	2

Types of Lodging Used Anywhere in Virginia

Q4F Number of nights spent in Hotel/Motel	50%
Q4F Number of nights spent in B&B	2%
Q4F Number of nights spent in Private Home	34%
Q4F Number of nights spent in Rental Condo	
Q4F Number of nights spent in Time Share	2%
Q4F Number of nights spent in RV/Tent	5%
Q4F Number of nights spent in Other	4%
Q4F Number of nights spent in Personal Second Home/Condo	2%
Q4F Number of nights spent in Rental Home	1%

Top 15 Brands of Hotel Stayed in Longest in Virginia

Holiday Inn	14%
Comfort Inns/Suites	11%
Hampton Inns/Suites	8%
W Hotels	6%
Holiday Inn Express	6%
Best Western	6%
Quality Inn & Suites	5%
Other	5%
La Quinta Inns	3%
Hilton Garden Inn	3%
Courtyard by Marriott	3%
Knights Inn	3%
Country Inns/Suites by Carlson	3%
Red Roof Hotels/Resorts	3%
Days Inn	3%
Travel Party Spending	
\$0	3%
\$1 to less than \$100	23%
\$100 to less than \$250	22%
\$250 to less than \$500	18%
\$500 to less than \$750	16%
\$750 to less than \$1,000	6%
\$1000+	10%
Mean:	520.6
Median:	254
Traveler Spending in Virginia (Percentage of Total Spending By Category)**	
Q4G Total \$s spent on Lodging	9%
Q4G Total \$s spent on Food/Beverage/Dining (excluding groceries)	19%
Q4G Total \$s spent on Groceries	9%
Q4G Total \$s spent on Entertainment (excluding gaming)/Admissions	7%
Q4G Total \$s spent on (Casino) Gaming	1%
Q4G Total \$s spent on Shopping/Gifts/Souvenirs	8%
Q4G Total \$s spent on Amenities (golf fees, spa, health club, ski passes, etc.)	2%
Q4G Total \$s spent on Other	2%
Q4G Total \$s spent on Transportation to State	15%
Q4G Total \$s spent on Transportation within state	6%
Q4G Total \$s spent on Gasoline within state	17%
Q4G Total \$s spent on Parking/Tolls within state	5%
**Note: The questionnaire spending categories changed in Q3 2013.	

General Activities / Attractions Visited in Virginia

Arts & Culture

Q4H Activities/Attractions Visited - Art galleries	7%
Q4H Activities/Attractions Visited - Historic sites/Churches	17%
Q4H Activities/Attractions Visited - Museums	14%
Q4H Activities/Attractions Visited - Musical theater	4%
Q4H Activities/Attractions Visited - Old homes/mansions	7%
Q4H Activities/Attractions Visited - Symphony/opera/concert	1%
Q4H Activities/Attractions Visited - Theater/drama	6%
Q4H Activities/Attractions Visited - Native American ruins/Rock art	2%
Q4H Activities/Attractions Visited - Local/folk arts/crafts	2%
Q4H Activities/Attractions Visited - Musical performance/show	4%

Adventure Sports

Q4H Activities/Attractions Visited - Hang gliding/skydiving/base jumping	1%
Q4H Activities/Attractions Visited - Hiking/Backpacking/Canyoneering	7%
Q4H Activities/Attractions Visited - Rock/mountain climbing	1%
Q4H Activities/Attractions Visited - Scuba diving/snorkeling	
Q4H Activities/Attractions Visited - Skiing/snowboarding	
Q4H Activities/Attractions Visited - Water skiing	less than 0.5%
Q4H Activities/Attractions Visited - Whitewater rafting/Kayaking/Canoeing/Paddleboarding	1%
Q4H Activities/Attractions Visited - Mountain biking	2%

Sports & Recreation

Q4H Activities/Attractions Visited - Biking/Road biking/Cycling	1%
Q4H Activities/Attractions Visited - Fishing	2%
Q4H Activities/Attractions Visited - Golf	3%
Q4H Activities/Attractions Visited - Horseback riding	less than 0.5%
Q4H Activities/Attractions Visited - Hunting	1%
Q4H Activities/Attractions Visited - Sports event-Major/Professional	2%
Q4H Activities/Attractions Visited - Motor boat/Jet Ski	less than 0.5%
Q4H Activities/Attractions Visited - Motor sports - NASCAR/Indy	1%
Q4H Activities/Attractions Visited - Sailing	
Q4H Activities/Attractions Visited - Snowmobiling	
Q4H Activities/Attractions Visited - Snow sports other than skiing or snowmobiling	1%
Q4H Activities/Attractions Visited - Tennis	5%

Q4H Activities/Attractions Visited - Youth/amateur/collegiate sporting events (dropped wv109)	
Q4H Activities/Attractions Visited - ATV/Four-wheeling	
Q4H Activities/Attractions Visited - Horseracing	less than 0.5%
Q4H Activities/Attractions Visited - Sports events- Youth/Amateur/Collegiate/Other-spectator	4%
Q4H Activities/Attractions Visited - Sports events- Youth/Amateur/Collegiate/Other-participant	3%
<u>Nature / Outdoor Activities</u>	
Q4H Activities/Attractions Visited - Beach	11%
Q4H Activities/Attractions Visited - Bird watching	3%
Q4H Activities/Attractions Visited - Camping	1%
Q4H Activities/Attractions Visited - Caverns	3%
Q4H Activities/Attractions Visited - Gardens	7%
Q4H Activities/Attractions Visited - Nature travel/Ecotouring	4%
Q4H Activities/Attractions Visited - State/National Park (dropped wv109)	
Q4H Activities/Attractions Visited - Wildlife viewing	6%
Q4H Activities/Attractions Visited - Farms/ranches/Agri-tours	2%
Q4H Activities/Attractions Visited - Other nature	6%
Q4H Activities/Attractions Visited - State park/Monuments/Recreation areas	13%
Q4H Activities/Attractions Visited - National park/Monuments/Recreation areas	10%
<u>Entertainment / Amusement</u>	
Q4H Activities/Attractions Visited - Casino/gaming	4%
Q4H Activities/Attractions Visited - Fine dining	16%
Q4H Activities/Attractions Visited - Nightclub/dancing	4%
Q4H Activities/Attractions Visited - Shopping	20%
Q4H Activities/Attractions Visited - Spa/health club	2%
Q4H Activities/Attractions Visited - Special events/Festivals (e.g., Mardi Gras, hot air balloon)	1%
Q4H Activities/Attractions Visited - Theme park/Amusement park/Water park	4%
Q4H Activities/Attractions Visited - Wine tasting/winery tour	4%
Q4H Activities/Attractions Visited - Zoos/Aquariums/Aviaries	3%
Q4H Activities/Attractions Visited - Rodeo/State fair	2%
Q4H Activities/Attractions Visited - Craft breweries	1%
Q4H Activities/Attractions Visited - Distilleries	
<u>Family Activities</u>	
Q4H Activities/Attractions Visited - Family reunion	4%
Q4H Activities/Attractions Visited - High School/College reunion	2%
Q4H Activities/Attractions Visited - Visiting friends	17%

Q4H Activities/Attractions Visited - Visiting relatives	32%
Sightseeing	
Q4H Activities/Attractions Visited - Rural sightseeing	24%
Q4H Activities/Attractions Visited - Urban sightseeing	12%
Q4H Activities/Attractions Visited - Area where TV or movie was filmed	1%

Top 25 Most Frequently Visited Cities in Virginia

Blacksburg	24%
Roanoke	19%
Wytheville	17%
Abingdon	17%
Bristol	17%
Richmond	16%
Charlottesville	16%
Washington, DC	14%
Harrisonburg	13%
Cumberland Gap	12%
Virginia Beach	12%
Front Royal	12%
Staunton	12%
Lexington	11%
Williamsburg	10%
Winchester	9%
Big Stone Gap	9%
Radford	9%
Alexandria	8%
Salem	8%
Waynesboro	8%
Damascus	8%
Norton	8%
Lynchburg	7%
Norfolk	7%

Top 25 Virginia Attractions Most Frequently Visited by Travelers

Blue Ridge Parkway (Blue Ridge Highlands)	31%
Blue Ridge Parkway (Shenandoah Valley)	21%
Appalachian Trail (Heart of Appalachia)	20%
Blue Ridge Parkway (Central Virginia)	17%
Appalachian Trail (Blue Ridge Highlands)	16%
Blue Ridge Parkway (Northern Virginia)	13%
Skyline Drive (Northern Virginia)	11%
Civil War Trail (Heart of Appalachia)	11%

Skyline Drive (Shenandoah Valley)	9%
Chesapeake Bay Bridge-Tunnel (Eastern Shore)	8%
Appalachian Trail (Shenandoah Valley)	8%
Shenandoah National Park (Shenandoah Valley)	8%
Luray Caverns (Shenandoah Valley)	7%
Appalachian Trail (Central Virginia)	6%
Civil War Trail (Blue Ridge Highlands)	6%
Mount Rogers National Recreation Area (Blue Ridge Highlands)	6%
Arlington National Cemetery (Northern Virginia)	6%
Civil War Trail (Southern Virginia)	6%
The Crooked Road – Virginia's Heritage Music Trail(Heart of Appalachia)	5%
Colonial Williamsburg (Hampton Roads)	5%
Civil War Trail (Central Virginia)	5%
Monticello (Central Virginia)	5%
The Crooked Road – Virginia's Heritage Music Trail (Blue Ridge Highlands)	5%
Appalachian Trail (Northern Virginia)	5%
Civil War Trail (Chesapeake Bay)	5%
Satisfaction With Experience in Virginia	
Not very satisfied	less than 0.5%
Somewhat satisfied	12%
Very satisfied	38%
Extremely satisfied	50%
Advance Planning Time - Considered Visiting Virginia	
Less than 2 weeks before the visit	29%
Within 2 weeks - 4 weeks of visit	16%
At least 1 month, but less than 3 months before the visit	20%
At least 3 months, but less than 6 months before the visit	18%
At least 6 months, but less than 1 year before the visit	10%
More than a year before the visit	8%
Advance Planning Time - Decided to Visit Virginia	
Less than 2 weeks before the visit	39%
Within 2 weeks - 4 weeks of visit	14%
At least 1 month, but less than 3 months before the visit	21%
At least 3 months, but less than 6 months before the visit	15%
At least 6 months, but less than 1 year before the visit	9%
More than a year before the visit	1%
Planning Information Sources for Virginia	

Offline Sources	
Friends/relatives	26%
Own experience	35%
Travel agent (in person or by phone)	3%
Travel club (eg. AAA)	4%
Travel book	5%
Newspaper	less than 0.5%
Magazine	1%
TV	2%
Radio	less than 0.5%
Destination printed material	5%
Travel provider (airline, hotel, rental car cruise, etc.) either in person or by phone	4%
Other offline planning sources	1%
Online Sources	
Corporate travel department (in person or by phone)	3%
Corporate desktop travel tool/intranet	less than 0.5%
Online full service travel website (Expedia, Travelocity, etc.)	9%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1%
Travel provider website (airline, hotel, rental car, cruise, tour)	9%
Other online planning sources	2%
Destination website	9%
MySpace	1%
Facebook	7%
LinkedIn	less than 0.5%
Match.com	
Twitter.com	1%
Blogs	1%
TripAdvisor	6%
Yahoo Trip Planner	1%
VibeAgent	less than 0.5%
Other social/commercial networking sources (Specify)	less than 0.5%
iPhone	
Mobile Web Browsing	11%
Other mobile sites	
Search engines (Google, Bing, Yahoo, etc)	17%
Pinterest	1%
Travel review sites (TripAdvisor, Yelp, etc)	4%
Online forums	less than 0.5%
Other	
Someone else planned for me and I don't know the method	6%
No plans were made for this destination	21%
Booking Methods Used for Virginia	

BOOKING METHODS USED FOR VIRGINIA**Offline Methods**

Travel agent (in person or by phone)	5%
Directly with travel provider (airline, hotel, rental car, cruise, etc.) either in person/phone	10%
Travel club (e.g. AAA)	4%
Corporate travel department (in person or by phone)	6%
Directly with destination or attraction (tourist/visitor center, etc.) in person or by phone	8%
Some other offline booking method	less than 0.5%

Online Methods

Corporate desktop travel tool/internet	1%
Travel provider website (airline, hotel, rental car, cruise, tour)	12%
Destination website (official site of state, city or attraction)	7%
Online full service travel website (Expedia, Travelocity, etc.)	13%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1%
Some other online booking method	4%

Other

Some other method	
Someone else booked for me and I don't know the method	5%
No bookings were made for this destination	43%
Unsure, I just used link from social/commercial networking or mobile source (such as MySpace, Facebook, Trip Advisor, etc.)	1%

Top 10 Other States Visited for Leisure in Past 12 Months

North Carolina	31%
Washington D.C	24%
Tennessee	24%
West Virginia	23%
Maryland	20%
Florida	20%
New York	20%
Pennsylvania	18%
Georgia	18%
South Carolina	17%

Travel Party Origin - Top 10 DMAs (Designated Marketing Areas) for the profiled travel segment

Roanoke-Lynchburg	15%
Washington, DC (Hagerstown)	10%
Norfolk-Portsmouth-Newport News	7%
Richmond-Petersburg	6%

Tri-Cities, TN-VA	4%
New York	3%
Knoxville	3%
Raleigh-Durham (Fayetteville)	3%
Baltimore	3%
Bluefield-Beckley-Oak Hill	3%
Travel Party Origin - Top 10 States for the profiled travel segment	
Virginia	43%
Tennessee	9%
North Carolina	7%
Texas	6%
Pennsylvania	4%
Maryland	4%
Ohio	4%
Georgia	3%
West Virginia	2%
New York	2%
Ethnicity of Household Head	
White	79%
Black/African-American	5%
Asian or Pacific Islander	7%
American Indian, Aleut Eskimo	1%
Other	5%
Prefer not to answer	1%
Hispanic Origin of Household Head	
Spanish/Hispanic	2%
Not Spanish/Hispanic	96%
Prefer not to answer	2%
Household Size	
1	23%
2	35%
3	17%
4	17%
5	5%
6	2%
7+	less than 0.5%
Age of Respondent	
18-24	10%
25-34	24%

35-44	16%
45-54	19%
55-64	18%
65+	13%
Mean:	45
Marital Status	
Now married	51%
Never married	31%
Divorced, Widowed, Separated	18%
Respondent Education	
Some high school	1%
Graduated High school	19%
Some college - no degree	20%
Graduated college-Associate's degree (2 year)	11%
Graduated college-Bachelor's degree (4 year)	29%
Post Graduate degree-MS,MA,MBA,DVM,PhD,DDS,etc.	21%
Annual Household Income	
Under \$10,000	4%
\$10,000-\$14,999	1%
\$15,000-\$19,999	2%
\$20,000-\$24,999	9%
\$25,000-\$29,999	10%
\$30,000-\$34,999	5%
\$35,000-\$39,999	3%
\$40,000-\$49,999	8%
\$50,000-\$59,999	8%
\$60,000-\$74,999	10%
\$75,000-\$99,999	13%
\$100,000-\$124,999	10%
\$125,000-\$149,999	7%
\$150,000-\$199,999	5%
\$200,000 +	5%
Top 15 States Visited on Same Trip	
Virginia	55%
West Virginia	6%
Pennsylvania	5%
North Carolina	4%
Tennessee	4%
Maryland	4%
Washington D.C	3%

New York	3%
Georgia	2%
New Jersey	2%
South Carolina	1%
Kentucky	1%
Ohio	1%
Florida	1%
Rhode Island	1%
Top 10 Other States Plan to Visit for Leisure in Next 2 Years	
Virginia	9%
Florida	8%
North Carolina	7%
New York	5%
South Carolina	5%
Tennessee	5%
Washington D.C	4%
Pennsylvania	3%
West Virginia	3%
Georgia	3%

Cities

Abingdon
Blacksburg
Bristol
Damascus
Galax
Marion
Pulaski
Radford
Wytheville

Attractions

Appalachian Trail
Barter Theatre
Blue Ridge Parkway
Bristol Motor Speedway
Claytor Lake State Park
Civil War Trail
The Crooked Road – Virginia’s Heritage Music Trail
Fairy Stone State Park
Grayson-Highlands State Park
Hungry Mother State Park
Mount Rogers National Recreation Area
New River Trail State Park

Primland Resort
Virginia Creeper Trail