

VIRGINIA IS FOR LOVERS[®]

Chesapeake Bay 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 **Chesapeake Bay 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 +/- 12.04%.**

	All
Sample Size (N)	66
Weighted Percent of Total	100% (n=66.37)
Primary purpose of Trip	
Visit friends/relatives	39%
Outdoor recreation	10%
Entertainment/Sightseeing	12%
Other pleasure/personal	8%
Personal business	5%
Business - Convention/tradeshow	3%
* Employee Training/Seminar	1%
* Client or Customer Meeting/Service	8%
* Internal Operations/Equipment Repair or Service	2%
* All Other General Business	5%
Other	7%
All purposes of trip	
Q1A Visit friends/relatives - All purposes for trip	59%
Q1A Outdoor recreation - All purposes for trip	36%
Q1A Entertainment/Sightseeing - All purposes for trip	39%
Q1A Other pleasure/personal - All purposes for trip	34%
Q1A Personal business - All purposes for trip	19%
* Q1A Business - Employee Training/Seminar - All purposes for trip	9%
* Q1A Business - Client or Customer Meeting/Service - All purposes for trip	14%
* Q1A Business - Internal Business Meeting - All purposes for trip	5%
* Q1A Business - Sales/Marketing - All purposes for trip	10%
* Q1A Business - Incentive/Reward - All purposes for trip	5%
* Q1A Business - Internal Operations/Equipment Repair or Service - All purposes for trip	9%

* Q1A Business - Any Other General Business - All purposes for trip	16%
Q1A Business - Convention/Tradeshow - All purposes for trip	9%
Q1A Business - Conference/Seminar - All purposes for trip	3%
Q1A Other - All purposes for trip	14%
Month of Travel	
July 2014	4%
August 2014	4%
September 2014	5%
October 2014	13%
November 2014	13%
December 2014	7%
January 2015	5%
February 2015	4%
March 2015	14%
April 2015	5%
May 2015	8%
June 2015	17%
Holiday Travel	
VA1_1. Did your ... trip to Virginia include a holiday or a holiday weekend?	45%
Weekend Getaway	
VA2_1. Did this trip include a Friday night and/or a Saturday night in Virginia?	70%
Total Travel Party Size	
1	13%
2	39%
3	16%
4	9%
5	11%
6+	12%
Mean:	3.3
Median:	2
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	7%
VA5_2_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 6 - 12	10%

VA5_3_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 13 - 17	9%
VA5_4_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 18 - 24	6%
VA5_5_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 25 - 34	19%
VA5_6_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 35 - 44	19%
VA5_7_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 45 - 54	17%
VA5_8_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 55 - 64	7%
VA5_9_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 65 and over	7%
Travel Party Members Under 18 Years Old	
Travel parties that include children under 18	31%
Modes of Travel Used on Entire Trip (all states visited)	
Q2A Own Auto/truck - All modes of transportation for trip	79%
Q2A Rental car- All modes of transportation for trip	18%
Q2A Camper/RV- All modes of transportation for trip	6%
Q2A Ship/Boat- All modes of transportation for trip	5%
Q2A Airplane- All modes of transportation for trip	19%
Q2A Bus - All modes of transportation for trip	8%
Q2A Train - All modes of transportation for trip	8%
Q2A Motorcoach/Group Tour - All modes of transportation for trip	4%
Q2A Other - All modes of transportation for trip	4%
Q2A Motorcycle - All modes of transportation for trip	5%
Primary Mode of Travel Used on Entire Trip	
Own Auto/truck	72%
Rental car	11%
Airplane	9%
Bus	2%
Train	2%
Motorcoach/Group Tour	1%
Other	3%
Total Nights Spent on Entire Trip	
0	18%
1	14%

2	20%
3	16%
4	9%
5	12%
6	6%
7	2%
8 through 13	2%
14+	1%
Mean:	2.8
Median:	3

Total Number of Nights at Lodging Used Anywhere in Virginia

1	25%
2	27%
3	20%
4	14%
5+	15%
Mean:	3
Median:	3

Types of Lodging Used Anywhere in Virginia

Q4F Number of nights spent in Hotel/Motel	45%
Q4F Number of nights spent in B&B	2%
Q4F Number of nights spent in Private Home	37%
Q4F Number of nights spent in Rental Condo	
Q4F Number of nights spent in Time Share	4%
Q4F Number of nights spent in RV/Tent	6%
Q4F Number of nights spent in Other	2%
Q4F Number of nights spent in Personal Second Home/Condo	
Q4F Number of nights spent in Rental Home	5%

Top 15 Brands of Hotel Stayed in Longest in Virginia

Other	10%
Country Inns/Suites by Carlson	8%
Hampton Inns/Suites	8%
Loews	7%
Holiday Inn	6%
Comfort Inns/Suites	6%
Hilton Garden Inn	6%
Knights Inn	5%
Marriott Hotels/Resorts/Suites	5%
Red Roof Hotels/Resorts	5%
Cambria Suites	5%
Fairfield Inn	5%

Super 8 Hotels	5%
Days Inn	4%
St. Regis	4%
Travel Party Spending	
\$0	1%
\$1 to less than \$100	26%
\$100 to less than \$250	7%
\$250 to less than \$500	24%
\$500 to less than \$750	18%
\$750 to less than \$1,000	8%
\$1000+	15%
Mean:	787.7
Median:	405
Traveler Spending in Virginia (Percentage of Total Spending By Category)**	
Q4G Total \$s spent on Lodging	7%
Q4G Total \$s spent on Food/Beverage/Dining (excluding groceries)	16%
Q4G Total \$s spent on Groceries	8%
Q4G Total \$s spent on Entertainment (excluding gaming)/Admissions	6%
Q4G Total \$s spent on (Casino) Gaming	1%
Q4G Total \$s spent on Shopping/Gifts/Souvenirs	9%
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	10%
Q4G Total \$s spent on Gasoline within state	17%
Q4G Total \$s spent on Parking/Tolls within state	6%
**Note: The questionnaire spending categories changed in Q3 2013.	
General Activities / Attractions Visited in Virginia	
Arts & Culture	
Q4H Activities/Attractions Visited - Art galleries	8%
Q4H Activities/Attractions Visited - Historic sites/Churches	24%
Q4H Activities/Attractions Visited - Museums	13%
Q4H Activities/Attractions Visited - Musical theater	6%
Q4H Activities/Attractions Visited - Old homes/mansions	12%
Q4H Activities/Attractions Visited - Symphony/opera/concert	2%
Q4H Activities/Attractions Visited - Theater/drama	5%

Q4H Activities/Attractions Visited - Native American ruins/Rock art	3%
Q4H Activities/Attractions Visited - Local/folk arts/crafts	4%
Q4H Activities/Attractions Visited - Musical performance/show	5%
<u>Adventure Sports</u>	
Q4H Activities/Attractions Visited - Hang gliding/skydiving/base jumping	2%
Q4H Activities/Attractions Visited - Hiking/Backpacking/Canyoneering	
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	3%
Q4H Activities/Attractions Visited - Whitewater rafting/Kayaking/Canoeing/Paddleboarding	
Q4H Activities/Attractions Visited - Mountain biking	1%
<u>Sports & Recreation</u>	
Q4H Activities/Attractions Visited - Biking/Road biking/Cycling	3%
Q4H Activities/Attractions Visited - Fishing	3%
Q4H Activities/Attractions Visited - Golf	6%
Q4H Activities/Attractions Visited - Horseback riding	1%
Q4H Activities/Attractions Visited - Hunting	2%
Q4H Activities/Attractions Visited - Sports event-Major/Professional	
Q4H Activities/Attractions Visited - Motor boat/Jet Ski	2%
Q4H Activities/Attractions Visited - Motor sports - NASCAR/Indy	
Q4H Activities/Attractions Visited - Sailing	
Q4H Activities/Attractions Visited - Snowmobiling	
Q4H Activities/Attractions Visited - Snow sports other than skiing or snowmobiling	2%
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	1%
Q4H Activities/Attractions Visited - Sports events- Youth/Amateur/Collegiate/Other-spectator	2%
Q4H Activities/Attractions Visited - Sports events- Youth/Amateur/Collegiate/Other-participant	
<u>Nature / Outdoor Activities</u>	
Q4H Activities/Attractions Visited - Beach	23%
Q4H Activities/Attractions Visited - Bird watching	3%
Q4H Activities/Attractions Visited - Camping	3%
Q4H Activities/Attractions Visited - Caverns	5%

Q4H Activities/Attractions Visited - Gardens	3%
Q4H Activities/Attractions Visited - Nature travel/Ecotouring	3%
Q4H Activities/Attractions Visited - State/National Park (dropped wv109)	
Q4H Activities/Attractions Visited - Wildlife viewing	8%
Q4H Activities/Attractions Visited - Farms/ranches/Agri-tours	7%
Q4H Activities/Attractions Visited - Other nature	7%
Q4H Activities/Attractions Visited - State park/Monuments/Recreation areas	8%
Q4H Activities/Attractions Visited - National park/Monuments/Recreation areas	5%
Entertainment / Amusement	
Q4H Activities/Attractions Visited - Casino/gaming	4%
Q4H Activities/Attractions Visited - Fine dining	22%
Q4H Activities/Attractions Visited - Nightclub/dancing	7%
Q4H Activities/Attractions Visited - Shopping	29%
Q4H Activities/Attractions Visited - Spa/health club	
Q4H Activities/Attractions Visited - Special events/Festivals (e.g., Mardi Gras, hot air balloon)	7%
Q4H Activities/Attractions Visited - Theme park/Amusement park/Water park	8%
Q4H Activities/Attractions Visited - Wine tasting/winery tour	6%
Q4H Activities/Attractions Visited - Zoos/Aquariums/Aviaries	4%
Q4H Activities/Attractions Visited - Rodeo/State fair	5%
Q4H Activities/Attractions Visited - Craft breweries	3%
Q4H Activities/Attractions Visited - Distilleries	
Family Activities	
Q4H Activities/Attractions Visited - Family reunion	7%
Q4H Activities/Attractions Visited - High School/College reunion	
Q4H Activities/Attractions Visited - Visiting friends	20%
Q4H Activities/Attractions Visited - Visiting relatives	26%
Sightseeing	
Q4H Activities/Attractions Visited - Rural sightseeing	22%
Q4H Activities/Attractions Visited - Urban sightseeing	10%
Q4H Activities/Attractions Visited - Area where TV or movie was filmed	
Top 25 Most Frequently Visited Cities in Virginia	
Gloucester	38%
Richmond	32%
Williamsburg	28%
Virginia Beach	22%
Washington, DC	17%
Newport News	17%

Urbanna	16%
Roanoke	16%
Hampton	15%
Cumberland Gap	14%
Warsaw	14%
Charlottesville	14%
Harrisonburg	13%
Fredericksburg	13%
Cape Charles	12%
Falls Church	12%
Big Stone Gap	12%
Colonial Beach	11%
Emporia	11%
Marion	10%
Lynchburg	10%
Lexington	10%
Tangier Island	9%
Portsmouth	9%
Chesapeake	9%

Top 25 Virginia Attractions Most Frequently Visited by Travelers

Chesapeake Bay Bridge-Tunnel (Eastern Shore)	21%
Colonial Williamsburg (Hampton Roads)	17%
Civil War Trail (Chesapeake Bay)	16%
Civil War Trail (Heart of Appalachia)	15%
Appalachian Trail (Heart of Appalachia)	13%
Busch Gardens (Hampton Roads)	12%
Chincoteague National Wildlife Refuge (Eastern Shore)	12%
Civil War Trail (Northern Virginia)	12%
Blue Ridge Parkway (Blue Ridge Highlands)	11%
Natural Tunnel State Park (Heart of Appalachia)	11%
George Washington Birthplace National Monument (Chesapeake Bay)	11%
Civil War Trail (Central Virginia)	10%
Blue Ridge Parkway (Central Virginia)	10%
Shenandoah Caverns (Shenandoah Valley)	10%
Virginia Museum of Natural History (Southern Virginia)	9%
Civil War Trail (Southern Virginia)	9%
Skyline Drive (Northern Virginia)	9%
Civil War Trail (Blue Ridge Highlands)	9%
Yorktown Battlefield - national park (Hampton Roads)	9%
Civil War Trail (Hampton Roads)	9%
Monticello (Central Virginia)	8%
Black History Museum/Cultural Center (Central Virginia)	8%

Mount Rogers National Recreation Area (Blue Ridge Highlands)	8%
Historic Jamestowne - national park with archaeological site (Hampton Roads)	8%
The Crooked Road " Virginia's Heritage Music Trail(Heart of Appalachia)	8%
Satisfaction With Experience in Virginia	
Not at all satisfied	2%
Somewhat satisfied	16%
Very satisfied	40%
Extremely satisfied	42%
Advance Planning Time - Considered Visiting Virginia	
Less than 2 weeks before the visit	20%
Within 2 weeks - 4 weeks of visit	16%
At least 1 month, but less than 3 months before the visit	17%
At least 3 months, but less than 6 months before the visit	28%
At least 6 months, but less than 1 year before the visit	8%
More than a year before the visit	12%
Advance Planning Time - Decided to Visit Virginia	
Less than 2 weeks before the visit	33%
Within 2 weeks - 4 weeks of visit	16%
At least 1 month, but less than 3 months before the visit	16%
At least 3 months, but less than 6 months before the visit	20%
At least 6 months, but less than 1 year before the visit	9%
More than a year before the visit	5%
Planning Information Sources for Virginia	
Offline Sources	
Friends/relatives	40%
Own experience	26%
Travel agent (in person or by phone)	6%
Travel club (eg. AAA)	6%
Travel book	6%
Newspaper	
Magazine	
TV	7%
Radio	3%
Destination printed material	6%
Travel provider (airline, hotel, rental car cruise, etc.) either in person or by phone	3%
Other offline planning sources	

Online Sources	
Corporate travel department (in person or by phone)	8%
Corporate desktop travel tool/intranet	
Online full service travel website (Expedia, Travelocity, etc.)	6%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	3%
Travel provider website (airline, hotel, rental car, cruise, tour)	15%
Other online planning sources	2%
Destination website	7%
MySpace	2%
Facebook	7%
LinkedIn	1%
Match.com	
Twitter.com	1%
Blogs	1%
TripAdvisor	8%
Yahoo Trip Planner	4%
VibeAgent	1%
Other social/commercial networking sources (Specify)	
iPhone	
Mobile Web Browsing	7%
Other mobile sites	
Search engines (Google, Bing, Yahoo, etc)	12%
Pinterest	3%
Travel review sites (TripAdvisor, Yelp, etc)	4%
Online forums	1%
Other	
Someone else planned for me and I don't know the method	4%
No plans were made for this destination	25%
Booking Methods Used for Virginia	
Offline Methods	
Travel agent (in person or by phone)	2%
Directly with travel provider (airline, hotel, rental car, cruise, etc.) either in person/phone	11%
Travel club (e.g. AAA)	4%
Corporate travel department (in person or by phone)	9%
Directly with destination or attraction (tourist/visitor center, etc.) in person or by phone	11%
Some other offline booking method	2%
Online Methods	
Corporate desktop travel tool/internet	2%
Travel provider website (airline, hotel, rental car, cruise, tour)	13%
Destination website (official site of state, city or attraction)	8%

Online full service travel website (Expedia, Travelocity, etc.)	16%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	3%
Some other online booking method	3%
Other	
Some other method	
Someone else booked for me and I don't know the method	5%
No bookings were made for this destination	40%
Unsure, I just used link from social/commercial networking or mobile source (such as MySpace, Facebook, Trip Advisor, etc.)	5%

Top 10 Other States Visited for Leisure in Past 12 Months

Washington D.C	32%
Maryland	29%
North Carolina	28%
Florida	23%
South Carolina	14%
Delaware	14%
West Virginia	10%
Pennsylvania	10%
New York	9%
Georgia	9%

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

Richmond-Petersburg	15%
Norfolk-Portsmouth-Newport News	14%
Washington, DC (Hagerstown)	14%
New York	7%
Roanoke-Lynchburg	6%
Chicago	5%
Austin	4%
Los Angeles	4%
Raleigh-Durham (Fayetteville)	3%
Tri-Cities, TN-VA	3%

Travel Party Origin - Top 10 States for the profiled travel segment

Virginia	48%
Texas	8%
Illinois	5%
New York	4%
Georgia	4%
Pennsylvania	4%

California	4%
North Carolina	4%
Maryland	3%
Tennessee	3%
Ethnicity of Household Head	
White	73%
Black/African-American	11%
Asian or Pacific Islander	12%
Other	3%
Hispanic Origin of Household Head	
Spanish/Hispanic	1%
Not Spanish/Hispanic	94%
Prefer not to answer	5%
Household Size	
1	13%
2	37%
3	23%
4	12%
5	11%
6	5%
Age of Respondent	
18-24	9%
25-34	28%
35-44	24%
45-54	19%
55-64	13%
65+	8%
Mean:	42.1
Marital Status	
Now married	48%
Never married	27%
Divorced, Widowed, Separated	25%
Respondent Education	
Grade School	1%
Some high school	1%
Graduated High school	14%
Some college - no degree	16%
Graduated college-Associate's degree (2 year)	22%

Graduated college-Bachelor's degree (4 year)	30%
Post Graduate degree-MS,MA,MBA,DVM,PhD,DDS,etc.	15%
Annual Household Income	
Under \$10,000	3%
\$10,000-\$14,999	2%
\$15,000-\$19,999	2%
\$20,000-\$24,999	10%
\$25,000-\$29,999	7%
\$30,000-\$34,999	9%
\$35,000-\$39,999	9%
\$40,000-\$49,999	7%
\$50,000-\$59,999	8%
\$60,000-\$74,999	3%
\$75,000-\$99,999	13%
\$100,000-\$124,999	10%
\$125,000-\$149,999	5%
\$150,000-\$199,999	10%
\$200,000 +	2%
Top 15 States Visited on Same Trip	
Virginia	60%
Washington D.C	6%
Maryland	6%
Pennsylvania	3%
North Carolina	3%
Indiana	3%
West Virginia	3%
Ohio	3%
Illinois	2%
New Jersey	2%
Washington	1%
Colorado	1%
Idaho	1%
Kansas	1%
Missouri	1%
Top 10 Other States Plan to Visit for Leisure in Next 2 Years	
Florida	8%
Washington D.C	7%
North Carolina	7%
Virginia	7%
South Carolina	6%
Delaware	5%

Tennessee	5%
New York	4%
Pennsylvania	3%
Georgia	3%

Cities

Colonial Beach
Gloucester
Reedville
Urbanna
Warsaw

Attractions

Belle Isle State Park
Caledon Natural Area
George Washington Birthplace National Monument
Civil War Trail
Stratford Hall
Tides Inn/Lodge
Westmoreland State Park