

# VIRGINIA IS FOR LOVERS<sup>®</sup>

## Coastal Virginia/Eastern Shore 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 **Coastal Virginia/Eastern Shore 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 +/- 9.49%.**

	<b>All</b>
<b>Sample Size (N)</b>	106
<b>Weighted Percent of Total</b>	100% (n=102.45)
<b>Primary purpose of Trip</b>	
Visit friends/relatives	40%
Outdoor recreation	7%
Entertainment/Sightseeing	28%
Other pleasure/personal	16%
Personal business	less than 0.5%
Business - Convention/tradeshow	1%
Business - Conference/seminar	1%
* Employee Training/Seminar	1%
* Internal Business Meeting	1%
* All Other General Business	2%
Other	3%
<b>All purposes of trip</b>	
Q1A Visit friends/relatives - All purposes for trip	59%
Q1A Outdoor recreation - All purposes for trip	35%
Q1A Entertainment/Sightseeing - All purposes for trip	53%
Q1A Other pleasure/personal - All purposes for trip	40%
Q1A Personal business - All purposes for trip	6%
* Q1A Business - Employee Training/Seminar - All purposes for trip	4%
* Q1A Business - Client or Customer Meeting/Service - All purposes for trip	3%
* Q1A Business - Internal Business Meeting - All purposes for trip	3%
* Q1A Business - Sales/Marketing - All purposes for trip	2%
* Q1A Business - Incentive/Reward - All purposes for trip	3%

* Q1A Business - Internal Operations/Equipment Repair or Service - All purposes for trip	3%
* Q1A Business - Any Other General Business - All purposes for trip	7%
Q1A Business - Convention/Tradeshow - All purposes for trip	4%
Q1A Business - Conference/Seminar - All purposes for trip	4%
Q1A Other - All purposes for trip	8%
<b>Month of Travel</b>	
July 2014	13%
August 2014	9%
September 2014	12%
October 2014	9%
November 2014	9%
December 2014	4%
January 2015	3%
February 2015	6%
March 2015	7%
April 2015	6%
May 2015	7%
June 2015	17%
<b>Holiday Travel</b>	
VA1_1. Did your ... trip to Virginia include a holiday or a holiday weekend?	30%
<b>Weekend Getaway</b>	
VA2_1. Did this trip include a Friday night and/or a Saturday night in Virginia?	78%
<b>Total Travel Party Size</b>	
1	11%
2	37%
3	16%
4	17%
5	11%
6+	8%
Mean:	3.3
Median:	2
<b>Age of Travel Party Members</b>	
VA5_1_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - Under 6 years	9%

VA5_2_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 6 - 12	12%
VA5_3_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 13 - 17	7%
VA5_4_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 18 - 24	5%
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	18%
VA5_7_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 45 - 54	11%
VA5_8_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 55 - 64	12%
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%
<b>Travel Party Members Under 18 Years Old</b>	
Travel parties that include children under 18	38%
<b>Modes of Travel Used on Entire Trip (all states visited)</b>	
Q2A Own Auto/truck - All modes of transportation for trip	84%
Q2A Rental car- All modes of transportation for trip	14%
Q2A Camper/RV- All modes of transportation for trip	3%
Q2A Ship/Boat- All modes of transportation for trip	2%
Q2A Airplane- All modes of transportation for trip	14%
Q2A Bus - All modes of transportation for trip	3%
Q2A Train - All modes of transportation for trip	5%
Q2A Motorcoach/Group Tour - All modes of transportation for trip	4%
Q2A Other - All modes of transportation for trip	5%
Q2A Motorcycle - All modes of transportation for trip	2%
<b>Primary Mode of Travel Used on Entire Trip</b>	
Own Auto/truck	78%
Rental car	8%
Camper/RV	1%
Airplane	7%
Train	1%
Motorcoach/Group Tour	2%
Other	3%
<b>Total Nights Spent on Entire Trip</b>	

0	8%
1	11%
2	13%
3	19%
4	15%
5	8%
6	9%
7	6%
8 through 13	8%
14+	3%
Mean:	4.5
Median:	4

**Total Number of Nights at Lodging Used Anywhere in Virginia**

1	12%
2	15%
3	22%
4	14%
5+	36%
Mean:	4.2
Median:	4

**Types of Lodging Used Anywhere in Virginia**

Q4F Number of nights spent in Hotel/Motel	38%
Q4F Number of nights spent in B&B	2%
Q4F Number of nights spent in Private Home	43%
Q4F Number of nights spent in Rental Condo	4%
Q4F Number of nights spent in Time Share	4%
Q4F Number of nights spent in RV/Tent	3%
Q4F Number of nights spent in Other	1%
Q4F Number of nights spent in Personal Second Home/Condo	4%
Q4F Number of nights spent in Rental Home	1%

**Top 15 Brands of Hotel Stayed in Longest in Virginia**

Hampton Inns/Suites	12%
Holiday Inn	8%
Country Inns/Suites by Carlson	8%
La Quinta Inns	8%
Quality Inn & Suites	8%
Other	7%
Best Western	5%
Loews	5%
Super 8 Hotels	5%
Econo Lodge	4%

Knights Inn	4%
Cambria Suites	3%
Comfort Inns/Suites	3%
Red Roof Hotels/Resorts	3%
St. Regis	3%
<b>Travel Party Spending</b>	
\$0	1%
\$1 to less than \$100	10%
\$100 to less than \$250	17%
\$250 to less than \$500	21%
\$500 to less than \$750	15%
\$750 to less than \$1,000	15%
\$1000+	20%
Mean:	837.2
Median:	497
<b>Traveler Spending in Virginia (Percentage of Total Spending By Category)**</b>	
Q4G Total \$s spent on Lodging	7%
Q4G Total \$s spent on Food/Beverage/Dining (excluding groceries)	16%
Q4G Total \$s spent on Groceries	10%
Q4G Total \$s spent on Entertainment (excluding gaming)/Admissions	8%
Q4G Total \$s spent on (Casino) Gaming	1%
Q4G Total \$s spent on Shopping/Gifts/Souvenirs	10%
Q4G Total \$s spent on Amenities (golf fees, spa, health club, ski passes, etc.)	2%
Q4G Total \$s spent on Other	1%
Q4G Total \$s spent on Transportation to State	15%
Q4G Total \$s spent on Transportation within state	8%
Q4G Total \$s spent on Gasoline within state	16%
Q4G Total \$s spent on Parking/Tolls within state	7%
<b>**Note: The questionnaire spending categories changed in Q3 2013.</b>	
<b>General Activities / Attractions Visited in Virginia</b>	
<b>Arts &amp; Culture</b>	
Q4H Activities/Attractions Visited - Art galleries	6%
Q4H Activities/Attractions Visited - Historic sites/Churches	23%
Q4H Activities/Attractions Visited - Museums	17%
Q4H Activities/Attractions Visited - Musical theater	5%
Q4H Activities/Attractions Visited - Old homes/mansions	11%
Q4H Activities/Attractions Visited - Symphony/opera/concert	2%

Q4H Activities/Attractions Visited - Theater/drama	5%
Q4H Activities/Attractions Visited - Native American ruins/Rock art	2%
Q4H Activities/Attractions Visited - Local/folk arts/crafts	3%
Q4H Activities/Attractions Visited - Musical performance/show	5%
<b>Adventure Sports</b>	
Q4H Activities/Attractions Visited - Hang gliding/skydiving/base jumping	1%
Q4H Activities/Attractions Visited - Hiking/Backpacking/Canyoneering	2%
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	1%
Q4H Activities/Attractions Visited - Whitewater rafting/Kayaking/Canoeing/Paddleboarding	
Q4H Activities/Attractions Visited - Mountain biking	1%
<b>Sports &amp; Recreation</b>	
Q4H Activities/Attractions Visited - Biking/Road biking/Cycling	5%
Q4H Activities/Attractions Visited - Fishing	8%
Q4H Activities/Attractions Visited - Golf	4%
Q4H Activities/Attractions Visited - Horseback riding	2%
Q4H Activities/Attractions Visited - Hunting	1%
Q4H Activities/Attractions Visited - Sports event-Major/Professional	
Q4H Activities/Attractions Visited - Motor boat/Jet Ski	3%
Q4H Activities/Attractions Visited - Motor sports - NASCAR/Indy	
Q4H Activities/Attractions Visited - Sailing	2%
Q4H Activities/Attractions Visited - Snowmobiling	
Q4H Activities/Attractions Visited - Snow sports other than skiing or snowmobiling	1%
Q4H Activities/Attractions Visited - Tennis	3%
Q4H Activities/Attractions Visited - Youth/amateur/collegiate sporting events (dropped wv109)	
Q4H Activities/Attractions Visited - ATV/Four-wheeling	
Q4H Activities/Attractions Visited - Horseracing	
Q4H Activities/Attractions Visited - Sports events- Youth/Amateur/Collegiate/Other-spectator	less than 0.5%
Q4H Activities/Attractions Visited - Sports events- Youth/Amateur/Collegiate/Other-participant	
<b>Nature / Outdoor Activities</b>	
Q4H Activities/Attractions Visited - Beach	40%
Q4H Activities/Attractions Visited - Bird watching	6%
Q4H Activities/Attractions Visited - Camping	2%

Q4H Activities/Attractions Visited - Caverns	5%
Q4H Activities/Attractions Visited - Gardens	4%
Q4H Activities/Attractions Visited - Nature travel/Ecotouring	5%
Q4H Activities/Attractions Visited - State/National Park (dropped wv109)	
Q4H Activities/Attractions Visited - Wildlife viewing	16%
Q4H Activities/Attractions Visited - Farms/ranches/Agri-tours	5%
Q4H Activities/Attractions Visited - Other nature	5%
Q4H Activities/Attractions Visited - State park/Monuments/Recreation areas	13%
Q4H Activities/Attractions Visited - National park/Monuments/Recreation areas	11%
<b>Entertainment / Amusement</b>	
Q4H Activities/Attractions Visited - Casino/gaming	2%
Q4H Activities/Attractions Visited - Fine dining	18%
Q4H Activities/Attractions Visited - Nightclub/dancing	5%
Q4H Activities/Attractions Visited - Shopping	26%
Q4H Activities/Attractions Visited - Spa/health club	
Q4H Activities/Attractions Visited - Special events/Festivals (e.g., Mardi Gras, hot air balloon)	2%
Q4H Activities/Attractions Visited - Theme park/Amusement park/Water park	9%
Q4H Activities/Attractions Visited - Wine tasting/winery tour	6%
Q4H Activities/Attractions Visited - Zoos/Aquariums/Aviaries	7%
Q4H Activities/Attractions Visited - Rodeo/State fair	1%
Q4H Activities/Attractions Visited - Craft breweries	1%
Q4H Activities/Attractions Visited - Distilleries	1%
<b>Family Activities</b>	
Q4H Activities/Attractions Visited - Family reunion	1%
Q4H Activities/Attractions Visited - High School/College reunion	
Q4H Activities/Attractions Visited - Visiting friends	20%
Q4H Activities/Attractions Visited - Visiting relatives	26%
<b>Sightseeing</b>	
Q4H Activities/Attractions Visited - Rural sightseeing	22%
Q4H Activities/Attractions Visited - Urban sightseeing	14%
Q4H Activities/Attractions Visited - Area where TV or movie was filmed	1%
<b>Top 25 Most Frequently Visited Cities in Virginia</b>	
Virginia Beach	43%
Chincoteague	33%
Williamsburg	24%
Norfolk	22%
Richmond	20%

Washington, DC	19%
Cape Charles	17%
Hampton	17%
Chesapeake	16%
Newport News	14%
Roanoke	12%
Charlottesville	12%
Alexandria	12%
Gloucester	12%
Arlington	11%
Cumberland Gap	10%
Portsmouth	10%
Falls Church	10%
Fredericksburg	9%
Harrisonburg	8%
Suffolk	8%
Front Royal	8%
Emporia	8%
Lexington	7%
Rocky Mount	7%

### **Top 25 Virginia Attractions Most Frequently Visited by Travelers**

Chesapeake Bay Bridge-Tunnel (Eastern Shore)	66%
Chincoteague National Wildlife Refuge (Eastern Shore)	30%
Assateague Island National Seashore (Eastern Shore)	19%
Colonial Williamsburg (Hampton Roads)	13%
Blue Ridge Parkway (Blue Ridge Highlands)	13%
NASA Wallops Flight Facility Visitor Center (Eastern Shore)	12%
Busch Gardens (Hampton Roads)	9%
Historic Jamestowne - national park with archaeological site (Hampton Roads)	9%
Appalachian Trail (Heart of Appalachia)	9%
Norfolk Naval Station (Hampton Roads)	9%
Skyline Drive (Northern Virginia)	9%
Civil War Trail (Heart of Appalachia)	9%
Tyson's Corner Mall (Northern Virginia)	8%
Blue Ridge Parkway (Central Virginia)	8%
Arlington National Cemetery (Northern Virginia)	8%
Williamsburg Pottery (Hampton Roads)	8%
Monticello (Central Virginia)	8%
Virginia Zoo (Hampton Roads)	7%
Potomac Mills Mall (Northern Virginia)	7%
Prime Outlets " Williamsburg (Hampton Roads)	7%
Yorktown Battlefield - national park (Hampton Roads)	7%



Blue Ridge Parkway (Northern Virginia)	6%
Civil War Trail (Northern Virginia)	6%
Jamestown Settlement - reconstructed village with the three ships (Hampton Roads)	6%
Colonial Parkway (Hampton Roads)	6%
<b>Satisfaction With Experience in Virginia</b>	
Not at all satisfied	1%
Not very satisfied	1%
Somewhat satisfied	9%
Very satisfied	35%
Extremely satisfied	54%
<b>Advance Planning Time - Considered Visiting Virginia</b>	
Less than 2 weeks before the visit	19%
Within 2 weeks - 4 weeks of visit	12%
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	15%
At least 6 months, but less than 1 year before the visit	15%
More than a year before the visit	19%
<b>Advance Planning Time - Decided to Visit Virginia</b>	
Less than 2 weeks before the visit	25%
Within 2 weeks - 4 weeks of visit	14%
At least 1 month, but less than 3 months before the visit	24%
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%
<b>Planning Information Sources for Virginia</b>	
<b><u>Offline Sources</u></b>	
Friends/relatives	34%
Own experience	44%
Travel agent (in person or by phone)	5%
Travel club (eg. AAA)	3%
Travel book	7%
Newspaper	
Magazine	2%
TV	3%
Radio	1%
Destination printed material	6%
Travel provider (airline, hotel, rental car cruise, etc.) either in person or by phone	4%

Other offline planning sources	less than 0.5%
<b>Online Sources</b>	
Corporate travel department (in person or by phone)	5%
Corporate desktop travel tool/intranet	2%
Online full service travel website (Expedia, Travelocity, etc.)	9%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	2%
Travel provider website (airline, hotel, rental car, cruise, tour)	12%
<b>Other online planning sources</b>	
Destination website	15%
MySpace	1%
Facebook	6%
LinkedIn	1%
Match.com	
Twitter.com	1%
Blogs	
TripAdvisor	16%
Yahoo Trip Planner	1%
VibeAgent	1%
Other social/commercial networking sources (Specify)	1%
iPhone	
Mobile Web Browsing	9%
Other mobile sites	1%
Search engines (Google, Bing, Yahoo, etc)	16%
Pinterest	2%
Travel review sites (TripAdvisor, Yelp, etc)	8%
Online forums	2%
<b>Other</b>	
Someone else planned for me and I don't know the method	2%
No plans were made for this destination	13%
<b>Booking Methods Used for Virginia</b>	
<b>Offline Methods</b>	
Travel agent (in person or by phone)	2%
Directly with travel provider (airline, hotel, rental car, cruise, etc.) either in person/phone	9%
Travel club (e.g. AAA)	5%
Corporate travel department (in person or by phone)	4%
Directly with destination or attraction (tourist/visitor center, etc.) in person or by phone	12%
Some other offline booking method	1%
<b>Online Methods</b>	
Corporate desktop travel tool/internet	2%
Travel provider website (airline, hotel, rental car, cruise, tour)	9%

Destination website (official site of state, city or attraction)	8%
Online full service travel website (Expedia, Travelocity, etc.)	15%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	3%
Some other online booking method	5%
<b>Other</b>	
Some other method	
Someone else booked for me and I don't know the method	1%
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.)	3%

### Top 10 Other States Visited for Leisure in Past 12 Months

Washington D.C	29%
Maryland	23%
North Carolina	22%
Delaware	19%
Pennsylvania	18%
Florida	17%
West Virginia	16%
New York	16%
South Carolina	12%
California	12%

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

Washington, DC (Hagerstown)	13%
Philadelphia	13%
Norfolk-Portsmouth-Newport News	10%
New York	8%
Los Angeles	6%
Salisbury	5%
Richmond-Petersburg	5%
Harrisburg-Lancaster-Lebanon-York	3%
Atlanta	3%
Roanoke-Lynchburg	3%

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

Virginia	29%
Maryland	12%
Pennsylvania	9%
California	8%
New Jersey	6%

Connecticut	4%
New York	4%
Tennessee	4%
North Carolina	4%
Delaware	4%
<b>Ethnicity of Household Head</b>	
White	83%
Black/African-American	11%
Asian or Pacific Islander	5%
Other	1%
<b>Hispanic Origin of Household Head</b>	
Spanish/Hispanic	4%
Not Spanish/Hispanic	94%
Prefer not to answer	2%
<b>Household Size</b>	
1	13%
2	32%
3	20%
4	24%
5	10%
6	3%
<b>Age of Respondent</b>	
18-24	4%
25-34	28%
35-44	22%
45-54	17%
55-64	20%
65+	8%
Mean:	44.6
<b>Marital Status</b>	
Now married	63%
Never married	25%
Divorced, Widowed, Separated	12%
<b>Respondent Education</b>	
Grade School	1%
Graduated High school	11%
Some college - no degree	24%
Graduated college-Associate's degree (2 year)	8%

Graduated college-Bachelor's degree (4 year)	35%
Post Graduate degree-MS,MA,MBA,DVM,PhD,DDS,etc.	20%
<b>Annual Household Income</b>	
Under \$10,000	3%
\$10,000-\$14,999	1%
\$15,000-\$19,999	1%
\$20,000-\$24,999	3%
\$25,000-\$29,999	6%
\$30,000-\$34,999	6%
\$35,000-\$39,999	3%
\$40,000-\$49,999	6%
\$50,000-\$59,999	12%
\$60,000-\$74,999	8%
\$75,000-\$99,999	15%
\$100,000-\$124,999	18%
\$125,000-\$149,999	12%
\$150,000-\$199,999	3%
\$200,000 +	2%
<b>Top 15 States Visited on Same Trip</b>	
Virginia	64%
Maryland	8%
Washington D.C	5%
Pennsylvania	3%
Delaware	3%
West Virginia	2%
North Carolina	2%
New York	2%
Tennessee	2%
California	1%
Florida	1%
Texas	1%
Ohio	1%
Connecticut	1%
South Carolina	1%
<b>Top 10 Other States Plan to Visit for Leisure in Next 2 Years</b>	
Virginia	11%
Florida	8%
New York	6%
North Carolina	5%
Washington D.C	5%
Pennsylvania	5%

<b>Hawaii</b>	4%
<b>South Carolina</b>	4%
<b>Tennessee</b>	4%
<b>None</b>	4%

**Cities**

Cape Charles  
Chincoteague  
Onancock  
Tangier Island

**Attractions**

Assateague Island National Seashore  
Chesapeake Bay Bridge-Tunnel  
Chincoteague National Wildlife Refuge  
Kiptopeke State Park  
NASA Wallops Flight Facility Visitor Center