

# VIRGINIA IS FOR LOVERS<sup>®</sup>

## Virginia Day Travel Profile

Source: TNS TravelsAmerica, FY2015

Household Trips 50+ miles, one-way, away from home including **only day trips** away from home to **Virginia** during **FY 2015**.

	<b>All</b>
<b>Sample Size (N)</b>	399
<b>Weighted Percent of Total</b>	100% (n=378.58)
<b>Primary purpose of Trip</b>	
Visit friends/relatives	32%
Outdoor recreation	6%
Entertainment/Sightseeing	11%
Other pleasure/personal	13%
Personal business	13%
Business - Convention/tradeshow	1%
Business - Conference/seminar	less than 0.5%
* Employee Training/Seminar	1%
* Client or Customer Meeting/Service	3%
* Internal Business Meeting	less than 0.5%
* Sales/Marketing	1%
* Internal Operations/Equipment Repair or Service	3%
* All Other General Business	5%
Other	12%
<b>All purposes of trip</b>	
Q1A Visit friends/relatives - All purposes for trip	41%
Q1A Outdoor recreation - All purposes for trip	16%
Q1A Entertainment/Sightseeing - All purposes for trip	18%
Q1A Other pleasure/personal - All purposes for trip	21%
Q1A Personal business - All purposes for trip	18%
* Q1A Business - Employee Training/Seminar - All purposes for trip	2%
* Q1A Business - Client or Customer Meeting/Service - All purposes for trip	5%
* 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	2%

* Q1A Business - Internal Operations/Equipment Repair or Service - All purposes for trip	4%
* Q1A Business - Any Other General Business - All purposes for trip	6%
Q1A Business - Convention/Tradeshow - All purposes for trip	2%
Q1A Business - Conference/Seminar - All purposes for trip	2%
Q1A Other - All purposes for trip	15%
<b>Month of Travel</b>	
July 2014	12%
August 2014	8%
September 2014	7%
October 2014	14%
November 2014	9%
December 2014	11%
January 2015	9%
February 2015	6%
March 2015	6%
April 2015	6%
May 2015	6%
June 2015	7%
<b>Total Travel Party Size</b>	
1	26%
2	39%
3	11%
4	13%
5	5%
6+	5%
Mean:	2.7
Median:	2
<b>Travel Party Members Under 18 Years Old</b>	
Travel parties that include children under 18	22%
<b>Modes of Travel Used on Entire Trip (all states visited)</b>	
Q2A Own Auto/truck - All modes of transportation for trip	92%
Q2A Rental car- All modes of transportation for trip	3%
Q2A Camper/RV- All modes of transportation for trip	1%
Q2A Ship/Boat- All modes of transportation for trip	1%
Q2A Airplane- All modes of transportation for trip	1%
Q2A Bus - All modes of transportation for trip	1%
Q2A Train - All modes of transportation for trip	1%

Q2A Motorcoach/Group Tour - All modes of transportation for trip	1%
Q2A Other - All modes of transportation for trip	6%
Q2A Motorcycle - All modes of transportation for trip	2%
<b>Primary Mode of Travel Used on Entire Trip</b>	
Own Auto/truck	91%
Rental car	2%
Ship/Boat	less than 0.5%
Airplane	less than 0.5%
Bus	less than 0.5%
Motorcycle	1%
Other	5%
<b>Total Nights Spent on Entire Trip</b>	
0	100%
<b>Total Number of Nights at Lodging Used Anywhere in Virginia</b>	
Mean:	0
<b>Travel Party Spending</b>	
\$0	6%
\$1 to less than \$100	60%
\$100 to less than \$250	22%
\$250 to less than \$500	9%
\$500 to less than \$750	1%
\$750 to less than \$1,000	1%
\$1000+	1%
Mean:	173
Median:	55
<b>Traveler Spending in Virginia (Percentage of Total Spending By Category)**</b>	
Q4G Total \$s spent on Lodging	
Q4G Total \$s spent on Food/Beverage/Dining (excluding groceries)	26%
Q4G Total \$s spent on Groceries	5%
Q4G Total \$s spent on Entertainment (excluding gaming)/Admissions	5%
Q4G Total \$s spent on (Casino) Gaming	1%
Q4G Total \$s spent on Shopping/Gifts/Souvenirs	7%
Q4G Total \$s spent on Amenities (golf fees, spa, health club, ski passes, etc.)	1%
Q4G Total \$s spent on Other	1%
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	28%
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	1%
Q4H Activities/Attractions Visited - Historic sites/Churches	4%
Q4H Activities/Attractions Visited - Museums	3%
Q4H Activities/Attractions Visited - Musical theater	1%
Q4H Activities/Attractions Visited - Old homes/mansions	3%
Q4H Activities/Attractions Visited - Symphony/opera/concert	less than 0.5%
Q4H Activities/Attractions Visited - Theater/drama	1%
Q4H Activities/Attractions Visited - Native American ruins/Rock art	
Q4H Activities/Attractions Visited - Local/folk arts/crafts	less than 0.5%
Q4H Activities/Attractions Visited - Musical performance/show	2%

### Adventure Sports

Q4H Activities/Attractions Visited - Hang gliding/skydiving/base jumping	
Q4H Activities/Attractions Visited - Hiking/Backpacking/Canyoneering	3%
Q4H Activities/Attractions Visited - Rock/mountain climbing	less than 0.5%
Q4H Activities/Attractions Visited - Scuba diving/snorkeling	less than 0.5%
Q4H Activities/Attractions Visited - Skiing/snowboarding	
Q4H Activities/Attractions Visited - Water skiing	
Q4H Activities/Attractions Visited - Whitewater rafting/Kayaking/Canoeing/Paddleboarding	less than 0.5%
Q4H Activities/Attractions Visited - Mountain biking	

### Sports & Recreation

Q4H Activities/Attractions Visited - Biking/Road biking/Cycling	1%
Q4H Activities/Attractions Visited - Fishing	1%
Q4H Activities/Attractions Visited - Golf	1%
Q4H Activities/Attractions Visited - Horseback riding	1%
Q4H Activities/Attractions Visited - Hunting	1%
Q4H Activities/Attractions Visited - Sports event-Major/Professional	
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	less than 0.5%
Q4H Activities/Attractions Visited - Snow sports other than skiing or snowmobiling	

Q4H Activities/Attractions Visited - Tennis	
Q4H Activities/Attractions Visited - Youth/amateur/collegiate sporting events (dropped wv109)	
Q4H Activities/Attractions Visited - ATV/Four-wheeling	1%
Q4H Activities/Attractions Visited - Horseracing	
Q4H Activities/Attractions Visited - Sports events- Youth/Amateur/Collegiate/Other-spectator	1%
Q4H Activities/Attractions Visited - Sports events- Youth/Amateur/Collegiate/Other-participant	1%
<b><u>Nature / Outdoor Activities</u></b>	
Q4H Activities/Attractions Visited - Beach	3%
Q4H Activities/Attractions Visited - Bird watching	2%
Q4H Activities/Attractions Visited - Camping	
Q4H Activities/Attractions Visited - Caverns	less than 0.5%
Q4H Activities/Attractions Visited - Gardens	1%
Q4H Activities/Attractions Visited - Nature travel/Ecotouring	1%
Q4H Activities/Attractions Visited - State/National Park (dropped wv109)	
Q4H Activities/Attractions Visited - Wildlife viewing	3%
Q4H Activities/Attractions Visited - Farms/ranches/Agri-tours	1%
Q4H Activities/Attractions Visited - Other nature	2%
Q4H Activities/Attractions Visited - State park/Monuments/Recreation areas	3%
Q4H Activities/Attractions Visited - National park/Monuments/Recreation areas	3%
<b><u>Entertainment / Amusement</u></b>	
Q4H Activities/Attractions Visited - Casino/gaming	1%
Q4H Activities/Attractions Visited - Fine dining	5%
Q4H Activities/Attractions Visited - Nightclub/dancing	
Q4H Activities/Attractions Visited - Shopping	11%
Q4H Activities/Attractions Visited - Spa/health club	less than 0.5%
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	5%
Q4H Activities/Attractions Visited - Wine tasting/winery tour	1%
Q4H Activities/Attractions Visited - Zoos/Aquariums/Aviaries	1%
Q4H Activities/Attractions Visited - Rodeo/State fair	
Q4H Activities/Attractions Visited - Craft breweries	less than 0.5%
Q4H Activities/Attractions Visited - Distilleries	
<b><u>Family Activities</u></b>	
Q4H Activities/Attractions Visited - Family reunion	2%
Q4H Activities/Attractions Visited - High School/College reunion	less than 0.5%
Q4H Activities/Attractions Visited - Visiting friends	6%

Q4H Activities/Attractions Visited - Visiting relatives	20%
<b>Sightseeing</b>	
Q4H Activities/Attractions Visited - Rural sightseeing	7%
Q4H Activities/Attractions Visited - Urban sightseeing	4%
Q4H Activities/Attractions Visited - Area where TV or movie was filmed	less than 0.5%
<b>Satisfaction With Experience in Virginia</b>	
Not at all satisfied	1%
Not very satisfied	1%
Somewhat satisfied	12%
Very satisfied	42%
Extremely satisfied	45%
<b>Advance Planning Time - Considered Visiting Virginia</b>	
Less than 2 weeks before the visit	58%
Within 2 weeks - 4 weeks of visit	17%
At least 1 month, but less than 3 months before the visit	13%
At least 3 months, but less than 6 months before the visit	5%
At least 6 months, but less than 1 year before the visit	3%
More than a year before the visit	4%
<b>Advance Planning Time - Decided to Visit Virginia</b>	
Less than 2 weeks before the visit	66%
Within 2 weeks - 4 weeks of visit	13%
At least 1 month, but less than 3 months before the visit	11%
At least 3 months, but less than 6 months before the visit	5%
At least 6 months, but less than 1 year before the visit	3%
More than a year before the visit	2%
<b>Planning Information Sources for Virginia</b>	
<b>Offline Sources</b>	
Friends/relatives	12%
Own experience	22%
Travel agent (in person or by phone)	less than 0.5%
Travel club (eg. AAA)	less than 0.5%
Travel book	less than 0.5%
Newspaper	1%
Magazine	less than 0.5%
TV	less than 0.5%
Radio	2%
Destination printed material	1%

Travel provider (airline, hotel, rental car cruise, etc.) either in person or by phone	1%
Other offline planning sources	2%
<b>Online Sources</b>	
Corporate travel department (in person or by phone)	1%
Corporate desktop travel tool/intranet	1%
Online full service travel website (Expedia, Travelocity, etc.)	1%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	
Travel provider website (airline, hotel, rental car, cruise, tour)	1%
Other online planning sources	2%
Destination website	5%
<b>MySpace</b>	
Facebook	4%
LinkedIn	less than 0.5%
Match.com	
Twitter.com	
<b>Blogs</b>	
TripAdvisor	1%
Yahoo Trip Planner	
VibeAgent	less than 0.5%
Other social/commercial networking sources (Specify)	less than 0.5%
<b>iPhone</b>	
Mobile Web Browsing	3%
Other mobile sites	less than 0.5%
Search engines (Google, Bing, Yahoo, etc)	9%
Pinterest	less than 0.5%
Travel review sites (TripAdvisor, Yelp, etc)	1%
Online forums	
<b>Other</b>	
Someone else planned for me and I don't know the method	6%
No plans were made for this destination	52%
<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	1%
Travel club (e.g. AAA)	less than 0.5%
Corporate travel department (in person or by phone)	1%
Directly with destination or attraction (tourist/visitor center, etc.) in person or by phone	1%
Some other offline booking method	1%
<b>Online Methods</b>	

Corporate desktop travel tool/internet	less than 0.5%
Travel provider website (airline, hotel, rental car, cruise, tour)	2%
Destination website (official site of state, city or attraction)	2%
Online full service travel website (Expedia, Travelocity, etc.)	1%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	less than 0.5%
Some other online booking method	less than 0.5%
<b>Other</b>	
Some other method	
Someone else booked for me and I don't know the method	3%
No bookings were made for this destination	89%
Unsure, I just used link from social/commercial networking or mobile source (such as MySpace, Facebook, Trip Advisor, etc.)	1%
<b>Top 10 Other States Visited for Leisure in Past 12 Months</b>	
North Carolina	31%
Maryland	26%
Washington D.C	25%
West Virginia	21%
Tennessee	16%
Pennsylvania	14%
South Carolina	13%
Florida	12%
New York	9%
Delaware	9%
<b>Travel Party Origin - Top 10 DMAs (Designated Marketing Areas) for the profiled travel segment</b>	
Washington, DC (Hagerstown)	26%
Richmond-Petersburg	16%
Roanoke-Lynchburg	16%
Norfolk-Portsmouth-Newport News	12%
Harrisonburg	5%
Raleigh-Durham (Fayetteville)	4%
Tri-Cities, TN-VA	3%
Greensboro-High Point-Winston Salem	3%
Philadelphia	2%
Knoxville	2%
<b>Travel Party Origin - Top 10 States for the profiled travel segment</b>	
Virginia	67%
North Carolina	9%
Maryland	8%



Tennessee	4%
West Virginia	3%
Pennsylvania	3%
Kentucky	1%
New York	1%
Washington D.C	1%
Ohio	1%

### Ethnicity of Household Head

White	85%
Black/African-American	9%
Asian or Pacific Islander	2%
American Indian, Aleut Eskimo	1%
Other	1%
Prefer not to answer	1%

### Hispanic Origin of Household Head

Spanish/Hispanic	3%
Not Spanish/Hispanic	96%
Prefer not to answer	1%

### Household Size

1	19%
2	39%
3	14%
4	16%
5	10%
6	2%
7+	less than 0.5%

### Age of Respondent

18-24	4%
25-34	18%
35-44	20%
45-54	24%
55-64	18%
65+	16%
Mean:	48.1

### Marital Status

Now married	61%
Never married	14%
Divorced, Widowed, Separated	25%

### Respondent Education

**Respondent Education**

Some high school	1%
Graduated High school	14%
Some college - no degree	27%
Graduated college-Associate's degree (2 year)	14%
Graduated college-Bachelor's degree (4 year)	22%
Post Graduate degree-MS,MA,MBA,DVM,PhD,DDS,etc.	22%

**Annual Household Income**

Under \$10,000	2%
\$10,000-\$14,999	5%
\$15,000-\$19,999	3%
\$20,000-\$24,999	8%
\$25,000-\$29,999	6%
\$30,000-\$34,999	8%
\$35,000-\$39,999	5%
\$40,000-\$49,999	11%
\$50,000-\$59,999	6%
\$60,000-\$74,999	9%
\$75,000-\$99,999	13%
\$100,000-\$124,999	13%
\$125,000-\$149,999	7%
\$150,000-\$199,999	3%
\$200,000 +	2%

**Top 15 States Visited on Same Trip**

Virginia	77%
West Virginia	6%
Maryland	6%
Tennessee	3%
North Carolina	3%
Kentucky	1%
Washington D.C	1%
Pennsylvania	1%
South Carolina	1%
New York	less than 0.5%
Delaware	less than 0.5%

**Top 10 Other States Plan to Visit for Leisure in Next 2 Years**

Virginia	10%
North Carolina	10%
Washington D.C	8%
Florida	6%
South Carolina	5%

<b>Maryland</b>	4%
<b>None</b>	4%
<b>New York</b>	4%
<b>Pennsylvania</b>	4%
<b>Tennessee</b>	4%