

# VIRGINIA IS FOR LOVERS<sup>®</sup>

## Friends & Family Travel Profile to Virginia

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 **Virginia** during **FY 2015** for the **primary purpose of Visiting Friends & Family**.

	<b>All</b>
<b>Sample Size (N)</b>	719
<b>Weighted Percent of Total</b>	100% (n=694.52)
<b>Primary purpose of Trip</b>	
Visit friends/relatives	100%
<b>All purposes of trip</b>	
Q1A Visit friends/relatives - All purposes for trip	100%
Q1A Outdoor recreation - All purposes for trip	12%
Q1A Entertainment/Sightseeing - All purposes for trip	18%
Q1A Other pleasure/personal - All purposes for trip	18%
Q1A Personal business - All purposes for trip	3%
* Q1A Business - Employee Training/Seminar - All purposes for trip	1%
* Q1A Business - Client or Customer Meeting/Service - All purposes for trip	1%
* Q1A Business - Internal Business Meeting - All purposes for trip	1%
* Q1A Business - Sales/Marketing - All purposes for trip	1%
* Q1A Business - Incentive/Reward - All purposes for trip	1%
* Q1A Business - Internal Operations/Equipment Repair or Service - All purposes for trip	1%
* Q1A Business - Any Other General Business - All purposes for trip	2%
Q1A Business - Convention/Tradeshow - All purposes for trip	1%
Q1A Business - Conference/Seminar - All purposes for trip	1%
Q1A Other - All purposes for trip	4%
<b>Month of Travel</b>	
July 2014	8%
August 2014	9%
September 2014	9%

<b>October 2014</b>	7%
<b>November 2014</b>	10%
<b>December 2014</b>	13%
<b>January 2015</b>	6%
<b>February 2015</b>	5%
<b>March 2015</b>	6%
<b>April 2015</b>	9%
<b>May 2015</b>	8%
<b>June 2015</b>	10%
<b>Holiday Travel</b>	
<b>VA1_1. Did your ... trip to Virginia include a holiday or a holiday weekend?</b>	27%
<b>Weekend Getaway</b>	
<b>VA2_1. Did this trip include a Friday night and/or a Saturday night in Virginia?</b>	72%
<b>Total Travel Party Size</b>	
<b>1</b>	29%
<b>2</b>	39%
<b>3</b>	14%
<b>4</b>	11%
<b>5</b>	5%
<b>6+</b>	2%
<b>Mean:</b>	2.3
<b>Median:</b>	2
<b>Age of Travel Party Members</b>	
<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</b>	8%
<b>VA5_2_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 6 - 12</b>	8%
<b>VA5_3_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 13 - 17</b>	5%
<b>VA5_4_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 18 - 24</b>	7%
<b>VA5_5_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 25 - 34</b>	16%

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	12%
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	15%
<b>Travel Party Members Under 18 Years Old</b>	
Travel parties that include children under 18	24%
<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	8%
Q2A Camper/RV- All modes of transportation for trip	less than 0.5%
Q2A Ship/Boat- All modes of transportation for trip	1%
Q2A Airplane- All modes of transportation for trip	12%
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	less than 0.5%
Q2A Other - All modes of transportation for trip	3%
Q2A Motorcycle - All modes of transportation for trip	1%
<b>Primary Mode of Travel Used on Entire Trip</b>	
Own Auto/truck	82%
Rental car	4%
Camper/RV	less than 0.5%
Airplane	11%
Bus	less than 0.5%
Train	1%
Motorcycle	less than 0.5%
Other	1%
<b>Total Nights Spent on Entire Trip</b>	
0	15%
1	16%
2	23%
3	14%

4	7%
5	7%
6	4%
7	4%
8 through 13	7%
14+	3%
Mean:	3.3
Median:	2

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

1	25%
2	30%
3	16%
4	7%
5+	21%
Mean:	3.3
Median:	2

### Types of Lodging Used Anywhere in Virginia

Q4F Number of nights spent in Hotel/Motel	25%
Q4F Number of nights spent in B&B	less than 0.5%
Q4F Number of nights spent in Private Home	67%
Q4F Number of nights spent in Rental Condo	less than 0.5%
Q4F Number of nights spent in Time Share	3%
Q4F Number of nights spent in RV/Tent	less than 0.5%
Q4F Number of nights spent in Other	1%
Q4F Number of nights spent in Personal Second Home/Condo	1%
Q4F Number of nights spent in Rental Home	2%

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

Hampton Inns/Suites	9%
Marriott Hotels/Resorts/Suites	8%
Comfort Inns/Suites	8%
Other	6%
Holiday Inn	6%
Best Western	6%
Holiday Inn Express	6%
Days Inn	5%
Fairfield Inn	4%
Courtyard by Marriott	4%
Quality Inn & Suites	3%
Hilton Garden Inn	3%
Doubletree Hotels/Suites	3%
La Quinta Inns	3%

Econo Lodge	2%
<b>Travel Party Spending</b>	
\$0	3%
\$1 to less than \$100	36%
\$100 to less than \$250	24%
\$250 to less than \$500	17%
\$500 to less than \$750	8%
\$750 to less than \$1,000	5%
\$1000+	7%
Mean:	312.6
Median:	160
<b>Traveler Spending in Virginia (Percentage of Total Spending By Category)**</b>	
Q4G Total \$s spent on Lodging	6%
Q4G Total \$s spent on Food/Beverage/Dining (excluding groceries)	21%
Q4G Total \$s spent on Groceries	8%
Q4G Total \$s spent on Entertainment (excluding gaming)/Admissions	5%
Q4G Total \$s spent on (Casino) Gaming	less than 0.5%
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	19%
Q4G Total \$s spent on Transportation within state	6%
Q4G Total \$s spent on Gasoline within state	22%
Q4G Total \$s spent on Parking/Tolls within state	4%
<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	2%
Q4H Activities/Attractions Visited - Historic sites/Churches	10%
Q4H Activities/Attractions Visited - Museums	6%
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	3%
Q4H Activities/Attractions Visited - Native American ruins/Rock art	less than 0.5%
Q4H Activities/Attractions Visited - Local/folk arts/crafts	2%

<b>Q4H Activities/Attractions Visited - Musical performance/show</b>	3%
<b><u>Adventure Sports</u></b>	
<b>Q4H Activities/Attractions Visited - Hang gliding/skydiving/base jumping</b>	less than 0.5%
<b>Q4H Activities/Attractions Visited - Hiking/Backpacking/Canyoneering</b>	2%
<b>Q4H Activities/Attractions Visited - Rock/mountain climbing</b>	less than 0.5%
<b>Q4H Activities/Attractions Visited - Scuba diving/snorkeling</b>	less than 0.5%
<b>Q4H Activities/Attractions Visited - Skiing/snowboarding</b>	less than 0.5%
<b>Q4H Activities/Attractions Visited - Water skiing</b>	less than 0.5%
<b>Q4H Activities/Attractions Visited - Whitewater rafting/Kayaking/Canoeing/Paddleboarding</b>	less than 0.5%
<b>Q4H Activities/Attractions Visited - Mountain biking</b>	1%
<b><u>Sports &amp; Recreation</u></b>	
<b>Q4H Activities/Attractions Visited - Biking/Road biking/Cycling</b>	less than 0.5%
<b>Q4H Activities/Attractions Visited - Fishing</b>	2%
<b>Q4H Activities/Attractions Visited - Golf</b>	1%
<b>Q4H Activities/Attractions Visited - Horseback riding</b>	less than 0.5%
<b>Q4H Activities/Attractions Visited - Hunting</b>	less than 0.5%
<b>Q4H Activities/Attractions Visited - Sports event-Major/Professional</b>	1%
<b>Q4H Activities/Attractions Visited - Motor boat/Jet Ski</b>	less than 0.5%
<b>Q4H Activities/Attractions Visited - Motor sports - NASCAR/Indy</b>	less than 0.5%
<b>Q4H Activities/Attractions Visited - Sailing</b>	less than 0.5%
<b>Q4H Activities/Attractions Visited - Snowmobiling</b>	
<b>Q4H Activities/Attractions Visited - Snow sports other than skiing or snowmobiling</b>	less than 0.5%
<b>Q4H Activities/Attractions Visited - Tennis</b>	1%
<b>Q4H Activities/Attractions Visited - Youth/amateur/collegiate sporting events (dropped wv109)</b>	
<b>Q4H Activities/Attractions Visited - ATV/Four-wheeling</b>	less than 0.5%
<b>Q4H Activities/Attractions Visited - Horseracing</b>	less than 0.5%
<b>Q4H Activities/Attractions Visited - Sports events- Youth/Amateur/Collegiate/Other-spectator</b>	1%
<b>Q4H Activities/Attractions Visited - Sports events- Youth/Amateur/Collegiate/Other-participant</b>	less than 0.5%
<b><u>Nature / Outdoor Activities</u></b>	
<b>Q4H Activities/Attractions Visited - Beach</b>	7%
<b>Q4H Activities/Attractions Visited - Bird watching</b>	1%
<b>Q4H Activities/Attractions Visited - Camping</b>	less than 0.5%
<b>Q4H Activities/Attractions Visited - Caverns</b>	less than 0.5%

Q4H Activities/Attractions Visited - Gardens	2%
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	3%
Q4H Activities/Attractions Visited - State park/Monuments/Recreation areas	5%
Q4H Activities/Attractions Visited - National park/Monuments/Recreation areas	4%
<b>Entertainment / Amusement</b>	
Q4H Activities/Attractions Visited - Casino/gaming	less than 0.5%
Q4H Activities/Attractions Visited - Fine dining	9%
Q4H Activities/Attractions Visited - Nightclub/dancing	2%
Q4H Activities/Attractions Visited - Shopping	15%
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	2%
Q4H Activities/Attractions Visited - Wine tasting/winery tour	4%
Q4H Activities/Attractions Visited - Zoos/Aquariums/Aviaries	2%
Q4H Activities/Attractions Visited - Rodeo/State fair	less than 0.5%
Q4H Activities/Attractions Visited - Craft breweries	3%
Q4H Activities/Attractions Visited - Distilleries	less than 0.5%
<b>Family Activities</b>	
Q4H Activities/Attractions Visited - Family reunion	5%
Q4H Activities/Attractions Visited - High School/College reunion	less than 0.5%
Q4H Activities/Attractions Visited - Visiting friends	22%
Q4H Activities/Attractions Visited - Visiting relatives	56%
<b>Sightseeing</b>	
Q4H Activities/Attractions Visited - Rural sightseeing	11%
Q4H Activities/Attractions Visited - Urban sightseeing	8%
Q4H Activities/Attractions Visited - Area where TV or movie was filmed	less than 0.5%
<b>Top 25 Most Frequently Visited Cities in Virginia</b>	
Richmond	17%
Virginia Beach	12%
Washington, DC	12%
Alexandria	10%
Charlottesville	9%

<b>Williamsburg</b>	9%
<b>Fairfax</b>	8%
<b>Norfolk</b>	7%
<b>Arlington</b>	6%
<b>Chesapeake</b>	6%
<b>Winchester</b>	5%
<b>Roanoke</b>	5%
<b>Fredericksburg</b>	5%
<b>Manassas</b>	5%
<b>Leesburg</b>	5%
<b>Harrisonburg</b>	5%
<b>Falls Church</b>	4%
<b>Lynchburg</b>	4%
<b>Newport News</b>	4%
<b>Suffolk</b>	4%
<b>Blacksburg</b>	3%
<b>Front Royal</b>	3%
<b>Staunton</b>	3%
<b>Petersburg</b>	3%
<b>Hampton</b>	3%

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

<b>Tyson's Corner Mall (Northern Virginia)</b>	6%
<b>Chesapeake Bay Bridge-Tunnel (Eastern Shore)</b>	5%
<b>Blue Ridge Parkway (Blue Ridge Highlands)</b>	5%
<b>Colonial Williamsburg (Hampton Roads)</b>	4%
<b>Appalachian Trail (Heart of Appalachia)</b>	4%
<b>Blue Ridge Parkway (Shenandoah Valley)</b>	4%
<b>Blue Ridge Parkway (Central Virginia)</b>	3%
<b>Busch Gardens (Hampton Roads)</b>	3%
<b>Shenandoah National Park (Shenandoah Valley)</b>	3%
<b>Potomac Mills Mall (Northern Virginia)</b>	3%
<b>Arlington National Cemetery (Northern Virginia)</b>	2%
<b>Mount Vernon (Northern Virginia)</b>	2%
<b>Skyline Drive (Northern Virginia)</b>	2%
<b>Civil War Trail (Heart of Appalachia)</b>	2%
<b>Blue Ridge Parkway (Northern Virginia)</b>	2%
<b>Manassas National Battlefield Park (Northern Virginia)</b>	2%
<b>Monticello (Central Virginia)</b>	2%
<b>Skyline Drive (Shenandoah Valley)</b>	2%
<b>Prime Outlets " Williamsburg (Hampton Roads)</b>	2%
<b>Luray Caverns (Shenandoah Valley)</b>	2%
<b>Appalachian Trail (Blue Ridge Highlands)</b>	2%
<b>George Washington Memorial Parkway (Northern Virginia)</b>	1%



Maymont (Central Virginia)	1%
National Air & Space Museum "Udvar Hazy Center at Dulles (Northern Virginia)	1%
Torpedo Factory Art Center (Northern Virginia)	1%
<b>Satisfaction With Experience in Virginia</b>	
Not at all satisfied	less than 0.5%
Not very satisfied	2%
Somewhat satisfied	5%
Very satisfied	39%
Extremely satisfied	54%
<b>Advance Planning Time - Considered Visiting Virginia</b>	
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	19%
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	10%
More than a year before the visit	7%
<b>Advance Planning Time - Decided to Visit Virginia</b>	
Less than 2 weeks before the visit	41%
Within 2 weeks - 4 weeks of visit	17%
At least 1 month, but less than 3 months before the visit	19%
At least 3 months, but less than 6 months before the visit	13%
At least 6 months, but less than 1 year before the visit	7%
More than a year before the visit	3%
<b>Planning Information Sources for Virginia</b>	
<b>Offline Sources</b>	
Friends/relatives	31%
Own experience	32%
Travel agent (in person or by phone)	less than 0.5%
Travel club (eg. AAA)	2%
Travel book	1%
Newspaper	less than 0.5%
Magazine	less than 0.5%
TV	less than 0.5%
Radio	less than 0.5%
Destination printed material	1%
Travel provider (airline, hotel, rental car cruise, etc.) either in person or by phone	2%
Other offline planning sources	1%

<b>Online Sources</b>	
Corporate travel department (in person or by phone)	less than 0.5%
Corporate desktop travel tool/intranet	less than 0.5%
Online full service travel website (Expedia, Travelocity, etc.)	4%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	less than 0.5%
Travel provider website (airline, hotel, rental car, cruise, tour)	8%
Other online planning sources	2%
Destination website	5%
MySpace	
Facebook	2%
LinkedIn	less than 0.5%
Match.com	
Twitter.com	less than 0.5%
Blogs	1%
TripAdvisor	2%
Yahoo Trip Planner	
VibeAgent	less than 0.5%
Other social/commercial networking sources (Specify)	less than 0.5%
iPhone	
Mobile Web Browsing	4%
Other mobile sites	1%
Search engines (Google, Bing, Yahoo, etc)	10%
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	3%
No plans were made for this destination	35%
<b>Booking Methods Used for Virginia</b>	
<b>Offline Methods</b>	
Travel agent (in person or by phone)	less than 0.5%
Directly with travel provider (airline, hotel, rental car, cruise, etc.) either in person/phone	5%
Travel club (e.g. AAA)	1%
Corporate travel department (in person or by phone)	less than 0.5%
Directly with destination or attraction (tourist/visitor center, etc.) in person or by phone	2%
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)	11%
Destination website (official site of state, city or attraction)	3%
Online full service travel website (Expedia, Travelocity, etc.)	6%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1%
Some other online booking method	2%
<b>Other</b>	
Some other method	
Someone else booked for me and I don't know the method	5%
No bookings were made for this destination	67%
Unsure, I just used link from social/commercial networking or mobile source (such as MySpace, Facebook, Trip Advisor, etc.)	less than 0.5%
<b>Top 10 Other States Visited for Leisure in Past 12 Months</b>	
Washington D.C	29%
North Carolina	27%
Maryland	22%
Florida	21%
Pennsylvania	18%
New York	16%
South Carolina	15%
West Virginia	14%
New Jersey	11%
Tennessee	10%
<b>Travel Party Origin - Top 10 DMAs (Designated Marketing Areas) for the profiled travel segment</b>	
Washington, DC (Hagerstown)	17%
Norfolk-Portsmouth-Newport News	11%
Richmond-Petersburg	8%
Raleigh-Durham (Fayetteville)	6%
New York	6%
Roanoke-Lynchburg	5%
Baltimore	5%
Philadelphia	3%
Harrisburg-Lancaster-Lebanon-York	2%
Pittsburgh	2%
<b>Travel Party Origin - Top 10 States for the profiled travel segment</b>	
Virginia	37%
North Carolina	11%

Maryland	9%
Pennsylvania	6%
New York	5%
Texas	3%
New Jersey	3%
Ohio	2%
Tennessee	2%
West Virginia	2%
<b>Ethnicity of Household Head</b>	
White	86%
Black/African-American	7%
Asian or Pacific Islander	3%
American Indian, Aleut Eskimo	less than 0.5%
Other	2%
Prefer not to answer	1%
<b>Hispanic Origin of Household Head</b>	
Spanish/Hispanic	2%
Not Spanish/Hispanic	96%
Prefer not to answer	1%
<b>Household Size</b>	
1	20%
2	38%
3	17%
4	15%
5	7%
6	1%
7+	1%
<b>Age of Respondent</b>	
18-24	7%
25-34	21%
35-44	17%
45-54	15%
55-64	20%
65+	20%
Mean:	47.8
<b>Marital Status</b>	
Now married	60%
Never married	21%
Divorced, Widowed, Separated	19%

<b>Respondent Education</b>	
Some high school	less than 0.5%
Graduated High school	10%
Some college - no degree	20%
Graduated college-Associate's degree (2 year)	11%
Graduated college-Bachelor's degree (4 year)	34%
Post Graduate degree-MS,MA,MBA,DVM,PhD,DDS,etc.	25%
Prefer not to answer	less than 0.5%
<b>Annual Household Income</b>	
Under \$10,000	3%
\$10,000-\$14,999	3%
\$15,000-\$19,999	2%
\$20,000-\$24,999	2%
\$25,000-\$29,999	6%
\$30,000-\$34,999	5%
\$35,000-\$39,999	3%
\$40,000-\$49,999	9%
\$50,000-\$59,999	8%
\$60,000-\$74,999	14%
\$75,000-\$99,999	15%
\$100,000-\$124,999	17%
\$125,000-\$149,999	7%
\$150,000-\$199,999	5%
\$200,000 +	3%
<b>Top 15 States Visited on Same Trip</b>	
Virginia	67%
Washington D.C	5%
Maryland	5%
Pennsylvania	3%
North Carolina	3%
West Virginia	3%
Tennessee	2%
New York	1%
New Jersey	1%
South Carolina	1%
Georgia	1%
Kentucky	1%
Ohio	1%
Delaware	1%
Alabama	1%
<b>Top 10 Other States Plan to Visit for Leisure in Next 2 Years</b>	

<b>Top 10 Other States Rank by Share of Revenue in 2017</b>	
<b>Virginia</b>	<b>13%</b>
<b>Florida</b>	<b>7%</b>
<b>North Carolina</b>	<b>7%</b>
<b>Washington D.C</b>	<b>6%</b>
<b>New York</b>	<b>5%</b>
<b>Maryland</b>	<b>5%</b>
<b>California</b>	<b>4%</b>
<b>South Carolina</b>	<b>4%</b>
<b>Pennsylvania</b>	<b>4%</b>
<b>West Virginia</b>	<b>3%</b>