

VIRGINIA IS FOR LOVERS[®]

Heart of Appalachia 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 **Heart of Appalachia 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 +/- 8.11%.**

	All
Sample Size (N)	145
Weighted Percent of Total	100% (n=146.37)
Primary purpose of Trip	
Visit friends/relatives	43%
Outdoor recreation	16%
Entertainment/Sightseeing	18%
Other pleasure/personal	8%
Personal business	3%
Business - Conference/seminar	1%
* Employee Training/Seminar	1%
* Client or Customer Meeting/Service	1%
* Internal Business Meeting	1%
* Incentive/Reward	1%
* Internal Operations/Equipment Repair or Service	1%
* All Other General Business	4%
Other	4%
All purposes of trip	
Q1A Visit friends/relatives - All purposes for trip	63%
Q1A Outdoor recreation - All purposes for trip	43%
Q1A Entertainment/Sightseeing - All purposes for trip	51%
Q1A Other pleasure/personal - All purposes for trip	36%
Q1A Personal business - All purposes for trip	13%
* Q1A Business - Employee Training/Seminar - All purposes for trip	8%
* Q1A Business - Client or Customer Meeting/Service - All purposes for trip	8%
* Q1A Business - Internal Business Meeting - All purposes for trip	7%
* Q1A Business - Sales/Marketing - All purposes for trip	8%
* Q1A Business - Incentive/Reward - All purposes for trip	8%

* Q1A Business - Internal Operations/Equipment Repair or Service - All purposes for trip	8%
* Q1A Business - Any Other General Business - All purposes for trip	9%
Q1A Business - Convention/Tradeshow - All purposes for trip	7%
Q1A Business - Conference/Seminar - All purposes for trip	7%
Q1A Other - All purposes for trip	13%
Month of Travel	
July 2014	8%
August 2014	6%
September 2014	13%
October 2014	4%
November 2014	9%
December 2014	10%
January 2015	6%
February 2015	7%
March 2015	6%
April 2015	6%
May 2015	14%
June 2015	12%
Holiday Travel	
VA1_1. Did your ... trip to Virginia include a holiday or a holiday weekend?	33%
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	46%
3	15%
4	16%
5	4%
6+	7%
Mean:	2.9
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	5%

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	7%
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	21%
VA5_6_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 35 - 44	13%
VA5_7_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 45 - 54	15%
VA5_8_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 55 - 64	13%
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	26%
Modes of Travel Used on Entire Trip (all states visited)	
Q2A Own Auto/truck - All modes of transportation for trip	78%
Q2A Rental car- All modes of transportation for trip	14%
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	17%
Q2A Bus - All modes of transportation for trip	2%
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	4%
Q2A Motorcycle - All modes of transportation for trip	5%
Primary Mode of Travel Used on Entire Trip	
Own Auto/truck	73%
Rental car	9%
Camper/RV	1%
Airplane	11%
Motorcycle	4%
Other	2%
Total Nights Spent on Entire Trip	
0	19%

1	19%
2	13%
3	12%
4	10%
5	9%
6	3%
7	3%
8 through 13	4%
14+	6%
Mean:	4
Median:	3

Total Number of Nights at Lodging Used Anywhere in Virginia

1	31%
2	19%
3	17%
4	10%
5+	22%
Mean:	4.3
Median:	3

Types of Lodging Used Anywhere in Virginia

Q4F Number of nights spent in Hotel/Motel	55%
Q4F Number of nights spent in B&B	2%
Q4F Number of nights spent in Private Home	27%
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	5%
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

Holiday Inn	14%
Other	9%
Comfort Inns/Suites	8%
Holiday Inn Express	8%
W Hotels	8%
Days Inn	7%
Hampton Inns/Suites	6%
Best Western	5%
Country Inns/Suites by Carlson	4%
Courtyard by Marriott	4%
Red Roof Hotels/Resorts	3%

Quality Inn & Suites	3%
Hyatt Hotels	2%
Knights Inn	2%
Cambria Suites	2%
Travel Party Spending	
\$0	2%
\$1 to less than \$100	27%
\$100 to less than \$250	15%
\$250 to less than \$500	20%
\$500 to less than \$750	13%
\$750 to less than \$1,000	8%
\$1000+	14%
Mean:	627.1
Median:	270
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)	17%
Q4G Total \$s spent on Groceries	8%
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	9%
Q4G Total \$s spent on Amenities (golf fees, spa, health club, ski passes, etc.)	3%
Q4G Total \$s spent on Other	2%
Q4G Total \$s spent on Transportation to State	16%
Q4G Total \$s spent on Transportation within state	6%
Q4G Total \$s spent on Gasoline within state	16%
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	11%
Q4H Activities/Attractions Visited - Historic sites/Churches	25%
Q4H Activities/Attractions Visited - Museums	17%
Q4H Activities/Attractions Visited - Musical theater	4%
Q4H Activities/Attractions Visited - Old homes/mansions	8%
Q4H Activities/Attractions Visited - Symphony/opera/concert	1%
Q4H Activities/Attractions Visited - Theater/drama	7%

Q4H Activities/Attractions Visited - Native American ruins/Rock art	2%
Q4H Activities/Attractions Visited - Local/folk arts/crafts	4%
Q4H Activities/Attractions Visited - Musical performance/show	6%
<u>Adventure Sports</u>	
Q4H Activities/Attractions Visited - Hang gliding/skydiving/base jumping	1%
Q4H Activities/Attractions Visited - Hiking/Backpacking/Canyoneering	12%
Q4H Activities/Attractions Visited - Rock/mountain climbing	2%
Q4H Activities/Attractions Visited - Scuba diving/snorkeling	
Q4H Activities/Attractions Visited - Skiing/snowboarding	1%
Q4H Activities/Attractions Visited - Water skiing	1%
Q4H Activities/Attractions Visited - Whitewater rafting/Kayaking/Canoeing/Paddleboarding	1%
Q4H Activities/Attractions Visited - Mountain biking	2%
<u>Sports & Recreation</u>	
Q4H Activities/Attractions Visited - Biking/Road biking/Cycling	2%
Q4H Activities/Attractions Visited - Fishing	3%
Q4H Activities/Attractions Visited - Golf	3%
Q4H Activities/Attractions Visited - Horseback riding	1%
Q4H Activities/Attractions Visited - Hunting	1%
Q4H Activities/Attractions Visited - Sports event-Major/Professional	2%
Q4H Activities/Attractions Visited - Motor boat/Jet Ski	1%
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	1%
Q4H Activities/Attractions Visited - Tennis	6%
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	4%
Q4H Activities/Attractions Visited - Sports events- Youth/Amateur/Collegiate/Other-participant	5%
<u>Nature / Outdoor Activities</u>	
Q4H Activities/Attractions Visited - Beach	10%
Q4H Activities/Attractions Visited - Bird watching	5%
Q4H Activities/Attractions Visited - Camping	2%
Q4H Activities/Attractions Visited - Caverns	7%

Q4H Activities/Attractions Visited - Gardens	9%
Q4H Activities/Attractions Visited - Nature travel/Ecotouring	5%
Q4H Activities/Attractions Visited - State/National Park (dropped wv109)	
Q4H Activities/Attractions Visited - Wildlife viewing	12%
Q4H Activities/Attractions Visited - Farms/ranches/Agri-tours	3%
Q4H Activities/Attractions Visited - Other nature	10%
Q4H Activities/Attractions Visited - State park/Monuments/Recreation areas	17%
Q4H Activities/Attractions Visited - National park/Monuments/Recreation areas	16%
Entertainment / Amusement	
Q4H Activities/Attractions Visited - Casino/gaming	5%
Q4H Activities/Attractions Visited - Fine dining	19%
Q4H Activities/Attractions Visited - Nightclub/dancing	4%
Q4H Activities/Attractions Visited - Shopping	23%
Q4H Activities/Attractions Visited - Spa/health club	3%
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	6%
Q4H Activities/Attractions Visited - Wine tasting/winery tour	5%
Q4H Activities/Attractions Visited - Zoos/Aquariums/Aviaries	2%
Q4H Activities/Attractions Visited - Rodeo/State fair	2%
Q4H Activities/Attractions Visited - Craft breweries	1%
Q4H Activities/Attractions Visited - Distilleries	1%
Family Activities	
Q4H Activities/Attractions Visited - Family reunion	6%
Q4H Activities/Attractions Visited - High School/College reunion	3%
Q4H Activities/Attractions Visited - Visiting friends	20%
Q4H Activities/Attractions Visited - Visiting relatives	25%
Sightseeing	
Q4H Activities/Attractions Visited - Rural sightseeing	25%
Q4H Activities/Attractions Visited - Urban sightseeing	11%
Q4H Activities/Attractions Visited - Area where TV or movie was filmed	1%
Top 25 Most Frequently Visited Cities in Virginia	
Richmond	24%
Cumberland Gap	22%
Charlottesville	18%
Washington, DC	18%
Big Stone Gap	17%
Roanoke	15%

Williamsburg	15%
Front Royal	14%
Norton	14%
Harrisonburg	13%
Virginia Beach	12%
Winchester	12%
Bristol	12%
Lexington	11%
Blacksburg	11%
Abingdon	11%
Alexandria	10%
Damascus	10%
Wise	9%
Arlington	9%
Manassas	8%
Staunton	8%
Norfolk	8%
Lynchburg	8%
Fredericksburg	8%

Top 25 Virginia Attractions Most Frequently Visited by Travelers

Appalachian Trail (Heart of Appalachia)	44%
Blue Ridge Parkway (Blue Ridge Highlands)	24%
Civil War Trail (Heart of Appalachia)	24%
Appalachian Trail (Blue Ridge Highlands)	21%
Blue Ridge Parkway (Shenandoah Valley)	16%
Shenandoah National Park (Shenandoah Valley)	15%
Appalachian Trail (Shenandoah Valley)	14%
Skyline Drive (Shenandoah Valley)	13%
Blue Ridge Parkway (Central Virginia)	12%
Blue Ridge Parkway (Northern Virginia)	11%
Skyline Drive (Northern Virginia)	11%
Chesapeake Bay Bridge-Tunnel (Eastern Shore)	11%
Civil War Trail (Northern Virginia)	10%
Luray Caverns (Shenandoah Valley)	10%
Civil War Trail (Central Virginia)	10%
Appalachian Trail (Central Virginia)	9%
Colonial Williamsburg (Hampton Roads)	9%
Civil War Trail (Southern Virginia)	9%
Mount Rogers National Recreation Area (Blue Ridge Highlands)	8%
The Crooked Road – Virginia's Heritage Music Trail(Heart of Appalachia)	8%
Civil War Trail (Blue Ridge Highlands)	8%
Cumberland Gap National Historical Park (Heart of Appalachia)	8%

Busch Gardens (Hampton Roads)	8%
Civil War Trail (Chesapeake Bay)	7%
Natural Tunnel State Park (Heart of Appalachia)	7%
Satisfaction With Experience in Virginia	
Not very satisfied	1%
Somewhat satisfied	16%
Very satisfied	35%
Extremely satisfied	47%
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	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	16%
More than a year before the visit	7%
Advance Planning Time - Decided to Visit Virginia	
Less than 2 weeks before the visit	40%
Within 2 weeks - 4 weeks of visit	11%
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	16%
At least 6 months, but less than 1 year before the visit	11%
More than a year before the visit	1%
Planning Information Sources for Virginia	
Offline Sources	
Friends/relatives	32%
Own experience	29%
Travel agent (in person or by phone)	5%
Travel club (eg. AAA)	6%
Travel book	8%
Newspaper	1%
Magazine	2%
TV	3%
Radio	1%
Destination printed material	3%
Travel provider (airline, hotel, rental car cruise, etc.) either in person or by phone	2%
Other offline planning sources	1%
Online Sources	
Corporate travel department (in person or by phone)	3%

Corporate desktop travel tool/intranet	2%
Online full service travel website (Expedia, Travelocity, etc.)	10%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	2%
Travel provider website (airline, hotel, rental car, cruise, tour)	9%
Other online planning sources	1%
Destination website	16%
MySpace	1%
Facebook	9%
LinkedIn	1%
Match.com	
Twitter.com	1%
Blogs	1%
TripAdvisor	9%
Yahoo Trip Planner	2%
VibeAgent	1%
Other social/commercial networking sources (Specify)	
iPhone	
Mobile Web Browsing	13%
Other mobile sites	
Search engines (Google, Bing, Yahoo, etc)	19%
Pinterest	2%
Travel review sites (TripAdvisor, Yelp, etc)	6%
Online forums	1%
<u>Other</u>	
Someone else planned for me and I don't know the method	2%
No plans were made for this destination	19%
Booking Methods Used for Virginia	
<u>Offline Methods</u>	
Travel agent (in person or by phone)	7%
Directly with travel provider (airline, hotel, rental car, cruise, etc.) either in person/phone	7%
Travel club (e.g. AAA)	5%
Corporate travel department (in person or by phone)	9%
Directly with destination or attraction (tourist/visitor center, etc.) in person or by phone	12%
Some other offline booking method	1%
<u>Online Methods</u>	
Corporate desktop travel tool/internet	1%
Travel provider website (airline, hotel, rental car, cruise, tour)	10%
Destination website (official site of state, city or attraction)	10%
Online full service travel website (Expedia, Travelocity, etc.)	16%

Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	3%
Some other online booking method	4%
Other	
Some other method	
Someone else booked for me and I don't know the method	3%
No bookings were made for this destination	38%
Unsure, I just used link from social/commercial networking or mobile source (such as MySpace, Facebook, Trip Advisor, etc.)	2%

Top 10 Other States Visited for Leisure in Past 12 Months

Washington D.C	32%
North Carolina	31%
Maryland	24%
West Virginia	22%
Pennsylvania	20%
New York	19%
Tennessee	18%
Florida	18%
South Carolina	16%
Georgia	14%

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

Washington, DC (Hagerstown)	22%
Roanoke-Lynchburg	10%
Richmond-Petersburg	7%
Norfolk-Portsmouth-Newport News	5%
Tri-Cities, TN-VA	4%
Raleigh-Durham (Fayetteville)	3%
New York	3%
Baltimore	3%
Los Angeles	3%
Philadelphia	2%

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

Virginia	43%
North Carolina	7%
Tennessee	6%
Maryland	6%
Texas	5%
Pennsylvania	5%
California	3%

Florida	3%
Illinois	3%
New York	3%
Ethnicity of Household Head	
White	76%
Black/African-American	5%
Asian or Pacific Islander	9%
American Indian, Aleut Eskimo	1%
Other	6%
Prefer not to answer	3%
Hispanic Origin of Household Head	
Spanish/Hispanic	3%
Not Spanish/Hispanic	94%
Prefer not to answer	2%
Household Size	
1	17%
2	33%
3	18%
4	21%
5	7%
6	3%
7+	1%
Age of Respondent	
18-24	14%
25-34	30%
35-44	18%
45-54	19%
55-64	13%
65+	7%
Mean:	40.6
Marital Status	
Now married	49%
Never married	37%
Divorced, Widowed, Separated	14%
Respondent Education	
Some high school	2%
Graduated High school	13%
Some college - no degree	21%

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.	18%

Annual Household Income

Under \$10,000	4%
\$10,000-\$14,999	5%
\$15,000-\$19,999	2%
\$20,000-\$24,999	7%
\$25,000-\$29,999	9%
\$30,000-\$34,999	5%
\$35,000-\$39,999	4%
\$40,000-\$49,999	7%
\$50,000-\$59,999	5%
\$60,000-\$74,999	11%
\$75,000-\$99,999	13%
\$100,000-\$124,999	8%
\$125,000-\$149,999	7%
\$150,000-\$199,999	7%
\$200,000 +	7%

Top 15 States Visited on Same Trip

Virginia	57%
Washington D.C	6%
West Virginia	5%
Maryland	4%
Pennsylvania	4%
North Carolina	4%
New York	3%
Tennessee	3%
Kentucky	2%
New Jersey	1%
Indiana	1%
Florida	1%
Georgia	1%
Ohio	1%
South Carolina	1%

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

Virginia	8%
Florida	8%
North Carolina	7%
New York	6%
Washington D.C	5%

None	4%
South Carolina	3%
Tennessee	3%
California	3%
Maryland	3%

Cities

Big Stone Gap
Cumberland Gap
Norton
Wise

Attractions

Appalachian Trail
Breaks Interstate Park
Civil War Trail
The Crooked Road – Virginia’s Heritage Music Trail
Cumberland Gap National Historical Park
Natural Tunnel State Park
Ralph Stanley Museum
Southwest Virginia Museum
Wilderness Road State Park