

VIRGINIA IS FOR LOVERS[®]

Historic Sites and Civil War Travel Profile to Virginia

Source: VA Module of TNS Travels America, 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** visiting **Historic Sites/Churches, Old homes/ Mansions, Civil War Trails, Civil War Life** - including the Soldiers' Museum, American Civil War Center at Historic Tredegar, Appomattox Court House National Historic Park, Manassas National Battlefield Park, Museum of the Confederacy, Petersburg National Battlefield Park, Richmond National Battlefield Park, Sailors Creek Battlefield Historic Park.

Cells shaded in red indicate a sample size of less than 300. These data should be used with caution. **Margin of error +/- 5.93%.**

	All
Sample Size (N)	269
Weighted Percent of Total	100% (n=250.09)
Primary purpose of Trip	
Visit friends/relatives	42%
Outdoor recreation	6%
Entertainment/Sightseeing	23%
Other pleasure/personal	15%
Personal business	4%
Business - Convention/tradeshaw	1%
Business - Conference/seminar	1%
* Employee Training/Seminar	1%
* Client or Customer Meeting/Service	2%
* Internal Business Meeting	1%
* Sales/Marketing	less than 0.5%
* Internal Operations/Equipment Repair or Service	1%
* All Other General Business	1%
Other	3%
All purposes of trip	
Q1A Visit friends/relatives - All purposes for trip	64%
Q1A Outdoor recreation - All purposes for trip	29%
Q1A Entertainment/Sightseeing - All purposes for trip	55%
Q1A Other pleasure/personal - All purposes for trip	42%
Q1A Personal business - All purposes for trip	11%

* Q1A Business - Employee Training/Seminar - All purposes for trip	5%
* Q1A Business - Client or Customer Meeting/Service - All purposes for trip	6%
* Q1A Business - Internal Business Meeting - All purposes for trip	5%
* Q1A Business - Sales/Marketing - All purposes for trip	6%
* Q1A Business - Incentive/Reward - All purposes for trip	5%
* Q1A Business - Internal Operations/Equipment Repair or Service - All purposes for trip	4%
* 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	3%
Q1A Other - All purposes for trip	8%
Month of Travel	
July 2014	8%
August 2014	6%
September 2014	9%
October 2014	8%
November 2014	12%
December 2014	6%
January 2015	4%
February 2015	5%
March 2015	10%
April 2015	9%
May 2015	10%
June 2015	14%
Holiday Travel	
VA1_1. Did your ... trip to Virginia include a holiday or a holiday weekend?	28%
Weekend Getaway	
VA2_1. Did this trip include a Friday night and/or a Saturday night in Virginia?	75%
Total Travel Party Size	
1	17%
2	46%
3	14%
4	12%
5	5%

6+	6%
Mean:	2.7
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	9%
VA5_3_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 13 - 17	6%
VA5_4_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 18 - 24	7%
VA5_5_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 25 - 34	13%
VA5_6_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 35 - 44	15%
VA5_7_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 45 - 54	16%
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	13%
Travel Party Members Under 18 Years Old	
Travel parties that include children under 18	23%
Modes of Travel Used on Entire Trip (all states visited)	
Q2A Own Auto/truck - All modes of transportation for trip	80%
Q2A Rental car- All modes of transportation for trip	15%
Q2A Camper/RV- All modes of transportation for trip	3%
Q2A Ship/Boat- All modes of transportation for trip	4%
Q2A Airplane- All modes of transportation for trip	18%
Q2A Bus - All modes of transportation for trip	3%
Q2A Train - All modes of transportation for trip	8%

Q2A Motorcoach/Group Tour - All modes of transportation for trip	2%
Q2A Other - All modes of transportation for trip	3%
Q2A Motorcycle - All modes of transportation for trip	3%
Primary Mode of Travel Used on Entire Trip	
Own Auto/truck	75%
Rental car	6%
Camper/RV	less than 0.5%
Ship/Boat	less than 0.5%
Airplane	15%
Train	2%
Motorcycle	1%
Other	less than 0.5%
Total Nights Spent on Entire Trip	
0	10%
1	8%
2	20%
3	17%
4	12%
5	10%
6	6%
7	4%
8 through 13	8%
14+	5%
Mean:	4.4
Median:	3
Total Number of Nights at Lodging Used Anywhere in Virginia	
1	13%
2	29%
3	20%
4	13%
5+	25%
Mean:	3.9
Median:	3
Types of Lodging Used Anywhere in Virginia	
Q4F Number of nights spent in Hotel/Motel	48%
Q4F Number of nights spent in B&B	2%
Q4F Number of nights spent in Private Home	33%
Q4F Number of nights spent in Rental Condo	1%
Q4F Number of nights spent in Time Share	7%

Q4F Number of nights spent in RV/Tent	3%
Q4F Number of nights spent in Other	4%
Q4F Number of nights spent in Personal Second Home/Condo	
Q4F Number of nights spent in Rental Home	3%

Top 15 Brands of Hotel Stayed in Longest in Virginia

Other	12%
Hampton Inns/Suites	12%
Holiday Inn	8%
Holiday Inn Express	7%
Days Inn	6%
Best Western	6%
Comfort Inns/Suites	4%
Quality Inn & Suites	4%
La Quinta Inns	3%
Marriott Hotels/Resorts/Suites	3%
Howard Johnson	3%
Hilton Hotels & Resorts	3%
Homewood Suites	2%
Courtyard by Marriott	2%
Hyatt Hotels	2%

Travel Party Spending

\$0	2%
\$1 to less than \$100	13%
\$100 to less than \$250	18%
\$250 to less than \$500	21%
\$500 to less than \$750	15%
\$750 to less than \$1,000	14%
\$1000+	18%
Mean:	689.4
Median:	460

Traveler Spending in Virginia (Percentage of Total Spending By Category)**

Q4G Total \$s spent on Lodging	10%
Q4G Total \$s spent on Food/Beverage/Dining (excluding groceries)	18%
Q4G Total \$s spent on Groceries	9%
Q4G Total \$s spent on Entertainment (excluding gaming)/Admissions	9%
Q4G Total \$s spent on (Casino) Gaming	less than 0.5%
Q4G Total \$s spent on Shopping/Gifts/Souvenirs	10%

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	16%
Q4G Total \$s spent on Transportation within state	7%
Q4G Total \$s spent on Gasoline within state	15%
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	7%
Q4H Activities/Attractions Visited - Historic sites/Churches	71%
Q4H Activities/Attractions Visited - Museums	30%
Q4H Activities/Attractions Visited - Musical theater	4%
Q4H Activities/Attractions Visited - Old homes/mansions	24%
Q4H Activities/Attractions Visited - Symphony/opera/concert	less than 0.5%
Q4H Activities/Attractions Visited - Theater/drama	4%
Q4H Activities/Attractions Visited - Native American ruins/Rock art	2%
Q4H Activities/Attractions Visited - Local/folk arts/crafts	7%
Q4H Activities/Attractions Visited - Musical performance/show	6%

Adventure Sports

Q4H Activities/Attractions Visited - Hang gliding/skydiving/base jumping	less than 0.5%
Q4H Activities/Attractions Visited - Hiking/Backpacking/Canyoneering	5%
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	1%
Q4H Activities/Attractions Visited - Mountain biking	1%

Sports & Recreation

Q4H Activities/Attractions Visited - Biking/Road biking/Cycling	1%
Q4H Activities/Attractions Visited - Fishing	2%
Q4H Activities/Attractions Visited - Golf	3%
Q4H Activities/Attractions Visited - Horseback riding	
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	less than 0.5%
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	2%
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	1%
Q4H Activities/Attractions Visited - Sports events- Youth/Amateur/Collegiate/Other-participant	less than 0.5%
<u>Nature / Outdoor Activities</u>	
Q4H Activities/Attractions Visited - Beach	12%
Q4H Activities/Attractions Visited - Bird watching	4%
Q4H Activities/Attractions Visited - Camping	1%
Q4H Activities/Attractions Visited - Caverns	4%
Q4H Activities/Attractions Visited - Gardens	8%
Q4H Activities/Attractions Visited - Nature travel/Ecotouring	4%
Q4H Activities/Attractions Visited - State/National Park (dropped wv109)	
Q4H Activities/Attractions Visited - Wildlife viewing	11%
Q4H Activities/Attractions Visited - Farms/ranches/Agri-tours	3%
Q4H Activities/Attractions Visited - Other nature	9%
Q4H Activities/Attractions Visited - State park/Monuments/Recreation areas	18%
Q4H Activities/Attractions Visited - National park/Monuments/Recreation areas	20%
<u>Entertainment / Amusement</u>	
Q4H Activities/Attractions Visited - Casino/gaming	1%
Q4H Activities/Attractions Visited - Fine dining	18%
Q4H Activities/Attractions Visited - Nightclub/dancing	3%
Q4H Activities/Attractions Visited - Shopping	28%
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)	3%
Q4H Activities/Attractions Visited - Theme park/Amusement park/Water park	7%
Q4H Activities/Attractions Visited - Wine tasting/winery tour	8%
Q4H Activities/Attractions Visited - Zoos/Aquariums/Aviaries	3%
Q4H Activities/Attractions Visited - Rodeo/State fair	1%

Q4H Activities/Attractions Visited - Craft breweries	4%
Q4H Activities/Attractions Visited - Distilleries	1%
Family Activities	
Q4H Activities/Attractions Visited - Family reunion	3%
Q4H Activities/Attractions Visited - High School/College reunion	less than 0.5%
Q4H Activities/Attractions Visited - Visiting friends	17%
Q4H Activities/Attractions Visited - Visiting relatives	22%
Sightseeing	
Q4H Activities/Attractions Visited - Rural sightseeing	29%
Q4H Activities/Attractions Visited - Urban sightseeing	23%
Q4H Activities/Attractions Visited - Area where TV or movie was filmed	less than 0.5%

Top 25 Most Frequently Visited Cities in Virginia

Williamsburg	27%
Washington, DC	22%
Richmond	21%
Alexandria	16%
Charlottesville	13%
Fredericksburg	12%
Manassas	12%
Arlington	12%
Virginia Beach	11%
Fairfax	10%
Front Royal	10%
Cumberland Gap	9%
Roanoke	9%
Winchester	8%
Norfolk	7%
Falls Church	7%
Newport News	7%
Hampton	7%
Staunton	6%
Lexington	6%
Petersburg	6%
Harrisonburg	6%
Chesapeake	5%
Portsmouth	5%
Lynchburg	5%

Top 25 Virginia Attractions Most Frequently Visited by Travelers

Colonial Williamsburg (Hampton Roads)	22%
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Civil War Trail (Heart of Appalachia)	14%
Blue Ridge Parkway (Blue Ridge Highlands)	10%
Manassas National Battlefield Park (Northern Virginia)	10%
Monticello (Central Virginia)	10%
Chesapeake Bay Bridge-Tunnel (Eastern Shore)	10%
Appalachian Trail (Heart of Appalachia)	9%
Colonial Parkway (Hampton Roads)	9%
Historic Jamestowne - national park with archaeological site (Hampton Roads)	9%
Jamestown Settlement - reconstructed village with the three ships (Hampton Roads)	9%
Arlington National Cemetery (Northern Virginia)	9%
Prime Outlets “ Williamsburg (Hampton Roads)	9%
Busch Gardens (Hampton Roads)	8%
Blue Ridge Parkway (Shenandoah Valley)	8%
Tyson's Corner Mall (Northern Virginia)	8%
Civil War Trail (Central Virginia)	7%
Mount Vernon (Northern Virginia)	7%
Civil War Trail (Northern Virginia)	6%
Shenandoah National Park (Shenandoah Valley)	6%
Blue Ridge Parkway (Central Virginia)	6%
Skyline Drive (Shenandoah Valley)	6%
Civil War Trail (Southern Virginia)	5%
Civil War Trail (Blue Ridge Highlands)	5%
George Washington Memorial Parkway (Northern Virginia)	5%
Williamsburg Pottery (Hampton Roads)	5%

Satisfaction With Experience in Virginia

Not at all satisfied	less than 0.5%
Not very satisfied	1%
Somewhat satisfied	10%
Very satisfied	37%
Extremely satisfied	52%

Advance Planning Time - Considered Visiting Virginia

Less than 2 weeks before the visit	14%
Within 2 weeks - 4 weeks of visit	10%
At least 1 month, but less than 3 months before the visit	26%
At least 3 months, but less than 6 months before the visit	22%
At least 6 months, but less than 1 year before the visit	15%
More than a year before the visit	12%

Advance Planning Time - Decided to Visit Virginia

Less than 2 weeks before the visit	23%
Within 2 weeks - 4 weeks of visit	13%
At least 1 month, but less than 3 months before the visit	26%
At least 3 months, but less than 6 months before the visit	22%
At least 6 months, but less than 1 year before the visit	12%
More than a year before the visit	4%
Planning Information Sources for Virginia	
Offline Sources	
Friends/relatives	32%
Own experience	37%
Travel agent (in person or by phone)	2%
Travel club (eg. AAA)	7%
Travel book	8%
Newspaper	1%
Magazine	3%
TV	2%
Radio	1%
Destination printed material	9%
Travel provider (airline, hotel, rental car cruise, etc.) either in person or by phone	4%
Other offline planning sources	2%
Online Sources	
Corporate travel department (in person or by phone)	3%
Corporate desktop travel tool/intranet	1%
Online full service travel website (Expedia, Travelocity, etc.)	13%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1%
Travel provider website (airline, hotel, rental car, cruise, tour)	15%
Other online planning sources	3%
Destination website	21%
MySpace	less than 0.5%
Facebook	4%
LinkedIn	1%
Match.com	
Twitter.com	1%
Blogs	1%
TripAdvisor	11%
Yahoo Trip Planner	1%
VibeAgent	less than 0.5%
Other social/commercial networking sources (Specify)	1%
iPhone	
Mobile Web Browsing	6%
Other mobile sites	

Search engines (Google, Bing, Yahoo, etc)	24%
Pinterest	1%
Travel review sites (TripAdvisor, Yelp, etc)	7%
Online forums	less than 0.5%
Other	
Someone else planned for me and I don't know the method	2%
No plans were made for this destination	11%
Booking Methods Used for Virginia	
Offline Methods	
Travel agent (in person or by phone)	1%
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	9%
Some other offline booking method	2%
Online Methods	
Corporate desktop travel tool/internet	1%
Travel provider website (airline, hotel, rental car, cruise, tour)	13%
Destination website (official site of state, city or attraction)	11%
Online full service travel website (Expedia, Travelocity, etc.)	17%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	2%
Some other online booking method	6%
Other	
Some other method	
Someone else booked for me and I don't know the method	4%
No bookings were made for this destination	33%
Unsure, I just used link from social/commercial networking or mobile source (such as MySpace, Facebook, Trip Advisor, etc.)	1%
Top 10 Other States Visited for Leisure in Past 12 Months	
Washington D.C	39%
Pennsylvania	30%
Maryland	27%
North Carolina	25%
Florida	24%
West Virginia	22%
New York	20%
Tennessee	17%
South Carolina	16%
New Jersey	14%

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

Washington, DC (Hagerstown)	14%
Philadelphia	7%
Norfolk-Portsmouth-Newport News	6%
New York	6%
Richmond-Petersburg	5%
Raleigh-Durham (Fayetteville)	5%
Baltimore	4%
Roanoke-Lynchburg	3%
Los Angeles	3%
Charlotte	3%

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

Virginia	27%
Pennsylvania	10%
North Carolina	10%
Maryland	7%
New York	6%
California	4%
Texas	4%
Ohio	3%
Georgia	2%
New Jersey	2%

Ethnicity of Household Head

White	83%
Black/African-American	6%
Asian or Pacific Islander	7%
American Indian, Aleut Eskimo	less than 0.5%
Other	1%
Prefer not to answer	2%

Hispanic Origin of Household Head

Spanish/Hispanic	2%
Not Spanish/Hispanic	96%
Prefer not to answer	2%

Household Size

1	14%
2	43%
3	17%

4	17%
5	7%
6	2%
Age of Respondent	
18-24	6%
25-34	17%
35-44	20%
45-54	20%
55-64	21%
65+	17%
Mean:	48.3
Marital Status	
Now married	65%
Never married	17%
Divorced, Widowed, Separated	18%
Respondent Education	
Graduated High school	12%
Some college - no degree	18%
Graduated college-Associate's degree (2 year)	9%
Graduated college-Bachelor's degree (4 year)	33%
Post Graduate degree-MS,MA,MBA,DVM,PhD,DDS,etc.	27%
Prefer not to answer	less than 0.5%
Annual Household Income	
Under \$10,000	2%
\$10,000-\$14,999	2%
\$15,000-\$19,999	1%
\$20,000-\$24,999	4%
\$25,000-\$29,999	5%
\$30,000-\$34,999	5%
\$35,000-\$39,999	5%
\$40,000-\$49,999	9%
\$50,000-\$59,999	6%
\$60,000-\$74,999	11%
\$75,000-\$99,999	16%
\$100,000-\$124,999	14%
\$125,000-\$149,999	11%
\$150,000-\$199,999	6%
\$200,000 +	3%
Top 15 States Visited on Same Trip	

Virginia	56%
Washington D.C	9%
Pennsylvania	6%
Maryland	5%
West Virginia	4%
North Carolina	3%
Tennessee	2%
South Carolina	1%
Delaware	1%
New Jersey	1%
Indiana	1%
Georgia	1%
Ohio	1%
Kentucky	1%
Florida	1%

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

Virginia	9%
Florida	6%
New York	6%
Washington D.C	5%
North Carolina	4%
Maryland	4%
Pennsylvania	4%
South Carolina	4%
California	3%
Tennessee	3%