

VIRGINIA IS FOR LOVERS[®]

Leisure Travel Profile to Virginia

Source: 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 **leisure purposes**.

	All
Sample Size (N)	2,323
Weighted Percent of Total	100% (n=2,174.74)
Primary purpose of Trip	
Visit friends/relatives	56%
Outdoor recreation	7%
Entertainment/Sightseeing	15%
Other pleasure/personal	16%
Personal business	6%
All purposes of trip	
Q1A Visit friends/relatives - All purposes for trip	67%
Q1A Outdoor recreation - All purposes for trip	24%
Q1A Entertainment/Sightseeing - All purposes for trip	38%
Q1A Other pleasure/personal - All purposes for trip	37%
Q1A Personal business - All purposes for trip	9%
* Q1A Business - Employee Training/Seminar - All purposes for trip	2%
* Q1A Business - Client or Customer Meeting/Service - All purposes for trip	2%
* Q1A Business - Internal Business Meeting - All purposes for trip	1%
* Q1A Business - Sales/Marketing - All purposes for trip	2%
* 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	2%
Q1A Business - Conference/Seminar - All purposes for trip	2%
Q1A Other - All purposes for trip	3%
Month of Travel	
July 2014	8%

August 2014	10%
September 2014	9%
October 2014	8%
November 2014	7%
December 2014	9%
January 2015	5%
February 2015	5%
March 2015	6%
April 2015	9%
May 2015	10%
June 2015	13%
Total Travel Party Size	
1	19%
2	44%
3	15%
4	12%
5	6%
6+	4%
Mean:	2.6
Median:	2
Travel Party Members Under 18 Years Old	
Travel parties that include children under 18	24%
Modes of Travel Used on Entire Trip (all states visited)	
Q2A Own Auto/truck - All modes of transportation for trip	82%
Q2A Rental car- All modes of transportation for trip	12%
Q2A Camper/RV- All modes of transportation for trip	2%
Q2A Ship/Boat- All modes of transportation for trip	3%
Q2A Airplane- All modes of transportation for trip	12%
Q2A Bus - All modes of transportation for trip	2%
Q2A Train - All modes of transportation for trip	5%
Q2A Motorcoach/Group Tour - All modes of transportation for trip	1%
Q2A Other - All modes of transportation for trip	3%
Q2A Motorcycle - All modes of transportation for trip	2%
Primary Mode of Travel Used on Entire Trip	
Own Auto/truck	79%
Rental car	6%
Camper/RV	1%
Ship/Boat	1%
Airplane	9%

Bus	less than 0.5%
Train	1%
Motorcoach/Group Tour	less than 0.5%
Motorcycle	1%
Other	1%
Total Nights Spent on Entire Trip	
0	13%
1	12%
2	17%
3	13%
4	7%
5	7%
6	5%
7	6%
8 through 13	12%
14+	7%
Mean:	4.8
Median:	3
Total Number of Nights at Lodging Used Anywhere in Virginia	
1	25%
2	26%
3	16%
4	9%
5+	24%
Mean:	3.5
Median:	2
Types of Lodging Used Anywhere in Virginia	
Q4F Number of nights spent in Hotel/Motel	41%
Q4F Number of nights spent in B&B	1%
Q4F Number of nights spent in Private Home	43%
Q4F Number of nights spent in Rental Condo	2%
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	2%
Q4F Number of nights spent in Personal Second Home/Condo	2%
Q4F Number of nights spent in Rental Home	2%
Top 15 Brands of Hotel Stayed in Longest in Virginia	
Other	12%
Hampton Inns/Suites	11%
Comfort Inns/Suites	7%

Marriott Hotels/Resorts/Suites	6%
Holiday Inn	5%
Quality Inn & Suites	5%
Holiday Inn Express	5%
Best Western	4%
Hilton Hotels & Resorts	3%
Days Inn	3%
Hilton Garden Inn	3%
Courtyard by Marriott	3%
Motel 6	2%
Wyndham Hotels & Resorts	2%
La Quinta Inns	2%
Travel Party Spending	
\$0	4%
\$1 to less than \$100	26%
\$100 to less than \$250	22%
\$250 to less than \$500	19%
\$500 to less than \$750	10%
\$750 to less than \$1,000	7%
\$1000+	13%
Mean:	468.5
Median:	225
Traveler Spending in Virginia (Percentage of Total Spending By Category)**	
Q4G Total \$s spent on Lodging	8%
Q4G Total \$s spent on Food/Beverage/Dining (excluding groceries)	19%
Q4G Total \$s spent on Groceries	8%
Q4G Total \$s spent on Entertainment (excluding gaming)/Admissions	6%
Q4G Total \$s spent on (Casino) Gaming	1%
Q4G Total \$s spent on Shopping/Gifts/Souvenirs	8%
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	18%
Q4G Total \$s spent on Transportation within state	6%
Q4G Total \$s spent on Gasoline within state	18%
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	4%
Q4H Activities/Attractions Visited - Historic sites/Churches	15%
Q4H Activities/Attractions Visited - Museums	11%
Q4H Activities/Attractions Visited - Musical theater	2%
Q4H Activities/Attractions Visited - Old homes/mansions	5%
Q4H Activities/Attractions Visited - Symphony/opera/concert	1%
Q4H Activities/Attractions Visited - Theater/drama	3%
Q4H Activities/Attractions Visited - Native American ruins/Rock art	1%
Q4H Activities/Attractions Visited - Local/folk arts/crafts	3%
Q4H Activities/Attractions Visited - Musical performance/show	3%
<u>Adventure Sports</u>	
Q4H Activities/Attractions Visited - Hang gliding/skydiving/base jumping	less than 0.5%
Q4H Activities/Attractions Visited - Hiking/Backpacking/Canyoneering	3%
Q4H Activities/Attractions Visited - Rock/mountain climbing	1%
Q4H Activities/Attractions Visited - Scuba diving/snorkeling	less than 0.5%
Q4H Activities/Attractions Visited - Skiing/snowboarding	less than 0.5%
Q4H Activities/Attractions Visited - Water skiing	less than 0.5%
Q4H Activities/Attractions Visited - Whitewater rafting/Kayaking/Canoeing/Paddleboarding	less than 0.5%
Q4H Activities/Attractions Visited - Mountain biking	less than 0.5%
<u>Sports & Recreation</u>	
Q4H Activities/Attractions Visited - Biking/Road biking/Cycling	1%
Q4H Activities/Attractions Visited - Fishing	2%
Q4H Activities/Attractions Visited - Golf	2%
Q4H Activities/Attractions Visited - Horseback riding	1%
Q4H Activities/Attractions Visited - Hunting	less than 0.5%
Q4H Activities/Attractions Visited - Sports event-Major/Professional	1%
Q4H Activities/Attractions Visited - Motor boat/Jet Ski	1%
Q4H Activities/Attractions Visited - Motor sports - NASCAR/Indy	1%
Q4H Activities/Attractions Visited - Sailing	1%
Q4H Activities/Attractions Visited - Snowmobiling	less than 0.5%
Q4H Activities/Attractions Visited - Snow sports other than skiing or snowmobiling	less than 0.5%
Q4H Activities/Attractions Visited - Tennis	less than 0.5%
Q4H Activities/Attractions Visited - Youth/amateur/collegiate sporting events (dropped wv109)	
Q4H Activities/Attractions Visited - ATV/Four-wheeling	1%
Q4H Activities/Attractions Visited - Horseracing	less than 0.5%

Q4H Activities/Attractions Visited - Sports events- Youth/Amateur/Collegiate/Other-spectator	2%
Q4H Activities/Attractions Visited - Sports events- Youth/Amateur/Collegiate/Other-participant	1%
<u>Nature / Outdoor Activities</u>	
Q4H Activities/Attractions Visited - Beach	11%
Q4H Activities/Attractions Visited - Bird watching	2%
Q4H Activities/Attractions Visited - Camping	2%
Q4H Activities/Attractions Visited - Caverns	1%
Q4H Activities/Attractions Visited - Gardens	4%
Q4H Activities/Attractions Visited - Nature travel/Ecotouring	2%
Q4H Activities/Attractions Visited - State/National Park (dropped wv109)	
Q4H Activities/Attractions Visited - Wildlife viewing	5%
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	7%
Q4H Activities/Attractions Visited - National park/Monuments/Recreation areas	8%
<u>Entertainment / Amusement</u>	
Q4H Activities/Attractions Visited - Casino/gaming	1%
Q4H Activities/Attractions Visited - Fine dining	12%
Q4H Activities/Attractions Visited - Nightclub/dancing	3%
Q4H Activities/Attractions Visited - Shopping	18%
Q4H Activities/Attractions Visited - Spa/health club	1%
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	5%
Q4H Activities/Attractions Visited - Wine tasting/winery tour	3%
Q4H Activities/Attractions Visited - Zoos/Aquariums/Aviaries	3%
Q4H Activities/Attractions Visited - Rodeo/State fair	less than 0.5%
Q4H Activities/Attractions Visited - Craft breweries	2%
Q4H Activities/Attractions Visited - Distilleries	less than 0.5%
<u>Family Activities</u>	
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	16%
Q4H Activities/Attractions Visited - Visiting relatives	33%
<u>Sightseeing</u>	
Q4H Activities/Attractions Visited - Rural sightseeing	14%
Q4H Activities/Attractions Visited - Urban sightseeing	12%

Q4H Activities/Attractions Visited - Area where TV or movie was filmed	less than 0.5%
Satisfaction With Experience in Virginia	
Not at all satisfied	1%
Not very satisfied	1%
Somewhat satisfied	9%
Very satisfied	39%
Extremely satisfied	51%
Advance Planning Time - Considered Visiting Virginia	
Less than 2 weeks before the visit	25%
Within 2 weeks - 4 weeks of visit	15%
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	17%
At least 6 months, but less than 1 year before the visit	14%
More than a year before the visit	10%
Advance Planning Time - Decided to Visit Virginia	
Less than 2 weeks before the visit	32%
Within 2 weeks - 4 weeks of visit	16%
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	5%
Planning Information Sources for Virginia	
Offline Sources	
Friends/relatives	24%
Own experience	33%
Travel agent (in person or by phone)	1%
Travel club (eg. AAA)	5%
Travel book	4%
Newspaper	1%
Magazine	1%
TV	1%
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)	less than 0.5%

Corporate desktop travel tool/intranet	1%
Online full service travel website (Expedia, Travelocity, etc.)	7%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1%
Travel provider website (airline, hotel, rental car, cruise, tour)	9%
Other online planning sources	3%
Destination website	10%
MySpace	less than 0.5%
Facebook	3%
LinkedIn	less than 0.5%
Match.com	
Twitter.com	less than 0.5%
Blogs	1%
TripAdvisor	5%
Yahoo Trip Planner	less than 0.5%
VibeAgent	less than 0.5%
Other social/commercial networking sources (Specify)	1%
iPhone	
Mobile Web Browsing	5%
Other mobile sites	less than 0.5%
Search engines (Google, Bing, Yahoo, etc)	15%
Pinterest	1%
Travel review sites (TripAdvisor, Yelp, etc)	4%
Online forums	less than 0.5%
<u>Other</u>	
Someone else planned for me and I don't know the method	4%
No plans were made for this destination	29%
Booking Methods Used for Virginia	
<u>Offline Methods</u>	
Travel agent (in person or by phone)	1%
Directly with travel provider (airline, hotel, rental car, cruise, etc.) either in person/phone	7%
Travel club (e.g. AAA)	2%
Corporate travel department (in person or by phone)	1%
Directly with destination or attraction (tourist/visitor center, etc.) in person or by phone	6%
Some other offline booking method	2%
<u>Online Methods</u>	
Corporate desktop travel tool/internet	1%
Travel provider website (airline, hotel, rental car, cruise, tour)	12%
Destination website (official site of state, city or attraction)	6%
Online full service travel website (Expedia, Travelocity, etc.)	8%

Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1%
Some other online booking method	3%
Other	
Some other method	
Someone else booked for me and I don't know the method	6%
No bookings were made for this destination	54%
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

North Carolina	32%
Washington D.C	32%
Maryland	30%
Florida	29%
Pennsylvania	27%
South Carolina	21%
West Virginia	21%
New York	20%
Georgia	19%
Tennessee	17%

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

Washington, DC (Hagerstown)	14%
Norfolk-Portsmouth-Newport News	7%
Roanoke-Lynchburg	5%
New York	5%
Richmond-Petersburg	5%
Philadelphia	4%
Raleigh-Durham (Fayetteville)	4%
Baltimore	3%
Boston (Manchester)	2%
Pittsburgh	2%

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

Virginia	29%
North Carolina	9%
Pennsylvania	7%
Maryland	7%
New York	5%
Florida	4%
Ohio	4%
Texas	3%

Georgia	3%
New Jersey	3%
Ethnicity of Household Head	
White	88%
Black/African-American	7%
Asian or Pacific Islander	3%
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	17%
2	43%
3	17%
4	15%
5	6%
6	1%
7+	1%
Age of Respondent	
18-24	6%
25-34	18%
35-44	16%
45-54	17%
55-64	21%
65+	22%
Mean:	49.5
Marital Status	
Now married	63%
Never married	18%
Divorced, Widowed, Separated	19%
Respondent Education	
Some high school	1%
Graduated High school	10%
Some college - no degree	21%
Graduated college-Associate's degree (2 year)	11%

Graduated college-Bachelor's degree (4 year)	33%
Post Graduate degree-MS,MA,MBA,DVM,PhD,DDS,etc.	26%
Prefer not to answer	less than 0.5%
Annual Household Income	
Under \$10,000	2%
\$10,000-\$14,999	2%
\$15,000-\$19,999	2%
\$20,000-\$24,999	4%
\$25,000-\$29,999	5%
\$30,000-\$34,999	5%
\$35,000-\$39,999	4%
\$40,000-\$49,999	9%
\$50,000-\$59,999	6%
\$60,000-\$74,999	12%
\$75,000-\$99,999	16%
\$100,000-\$124,999	17%
\$125,000-\$149,999	8%
\$150,000-\$199,999	6%
\$200,000 +	3%
Top 15 States Visited on Same Trip	
Virginia	35%
North Carolina	7%
Maryland	6%
Washington D.C	5%
West Virginia	5%
Pennsylvania	4%
South Carolina	4%
Georgia	4%
Tennessee	3%
Florida	3%
New York	3%
New Jersey	2%
Kentucky	2%
Ohio	2%
Delaware	2%
Top 10 Other States Plan to Visit for Leisure in Next 2 Years	
Virginia	9%
Florida	7%
North Carolina	6%
Washington D.C	5%
New York	4%

Pennsylvania	4%
Maryland	4%
South Carolina	4%
California	3%
Georgia	3%