

VIRGINIA IS FOR LOVERS®

Northern Virginia 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 **Northern Virginia Region** during **FY 2015** - the localities are listed below.

	All
Sample Size (N)	505
Weighted Percent of Total	100% (n=492.21)
Primary purpose of Trip	
Visit friends/relatives	54%
Outdoor recreation	5%
Entertainment/Sightseeing	11%
Other pleasure/personal	10%
Personal business	4%
Business - Convention/tradeshaw	less than 0.5%
Business - Conference/seminar	1%
* Employee Training/Seminar	2%
* Client or Customer Meeting/Service	2%
* Internal Business Meeting	1%
* Internal Operations/Equipment Repair or Service	2%
* All Other General Business	2%
Other	5%
All purposes of trip	
Q1A Visit friends/relatives - All purposes for trip	67%
Q1A Outdoor recreation - All purposes for trip	21%
Q1A Entertainment/Sightseeing - All purposes for trip	34%
Q1A Other pleasure/personal - All purposes for trip	31%
Q1A Personal business - All purposes for trip	9%
* Q1A Business - Employee Training/Seminar - All purposes for trip	4%
* Q1A Business - Client or Customer Meeting/Service - All purposes for trip	5%
* Q1A Business - Internal Business Meeting - All purposes for trip	4%
* Q1A Business - Sales/Marketing - All purposes for trip	3%
* 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	3%
Q1A Other - All purposes for trip	9%
Month of Travel	
July 2014	8%
August 2014	8%
September 2014	12%
October 2014	6%
November 2014	9%
December 2014	8%
January 2015	4%
February 2015	6%
March 2015	8%
April 2015	12%
May 2015	9%
June 2015	10%
Holiday Travel	
VA1_1. Did your ... trip to Virginia include a holiday or a holiday weekend?	27%
Weekend Getaway	
VA2_1. Did this trip include a Friday night and/or a Saturday night in Virginia?	72%
Total Travel Party Size	
1	26%
2	40%
3	13%
4	11%
5	4%
6+	5%
Mean:	2.5
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	6%
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	16%
VA5_7_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 45 - 54	13%
VA5_8_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 55 - 64	18%
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	77%
Q2A Rental car- All modes of transportation for trip	12%
Q2A Camper/RV- All modes of transportation for trip	1%
Q2A Ship/Boat- All modes of transportation for trip	2%
Q2A Airplane- All modes of transportation for trip	16%
Q2A Bus - All modes of transportation for trip	3%
Q2A Train - All modes of transportation for trip	6%
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	2%
Primary Mode of Travel Used on Entire Trip	
Own Auto/truck	73%
Rental car	5%
Camper/RV	less than 0.5%
Ship/Boat	less than 0.5%
Airplane	15%
Bus	1%
Train	2%
Motorcycle	1%
Other	1%
Total Nights Spent on Entire Trip	

0	14%
1	14%
2	20%
3	15%
4	9%
5	7%
6	6%
7	4%
8 through 13	7%
14+	4%
Mean:	3.7
Median:	3

Total Number of Nights at Lodging Used Anywhere in Virginia	
1	25%
2	29%
3	14%
4	9%
5+	23%
Mean:	3.6
Median:	2

Types of Lodging Used Anywhere in Virginia	
Q4F Number of nights spent in Hotel/Motel	38%
Q4F Number of nights spent in B&B	1%
Q4F Number of nights spent in Private Home	51%
Q4F Number of nights spent in Rental Condo	1%
Q4F Number of nights spent in Time Share	2%
Q4F Number of nights spent in RV/Tent	3%
Q4F Number of nights spent in Other	3%
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	9%
Hampton Inns/Suites	9%
Other	8%
Hilton Hotels & Resorts	7%
Comfort Inns/Suites	6%
Marriott Hotels/Resorts/Suites	6%
Best Western	5%
Quality Inn & Suites	4%
Holiday Inn Express	4%
Hyatt Hotels	4%

Embassy Suites	3%
Sheraton Inns/Hotels/Resorts/Suites	3%
Hilton Garden Inn	3%
Westin Hotels & Resorts	3%
Residence Inn by Marriott	2%
Travel Party Spending	
\$0	3%
\$1 to less than \$100	26%
\$100 to less than \$250	22%
\$250 to less than \$500	20%
\$500 to less than \$750	9%
\$750 to less than \$1,000	7%
\$1000+	13%
Mean:	484.6
Median:	245
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	less than 0.5%
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	7%
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	17%
Q4H Activities/Attractions Visited - Museums	12%
Q4H Activities/Attractions Visited - Musical theater	3%
Q4H Activities/Attractions Visited - Old homes/mansions	5%
Q4H Activities/Attractions Visited - Symphony/opera/concert	1%

Q4H Activities/Attractions Visited - Theater/drama	4%
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%
Adventure Sports	
Q4H Activities/Attractions Visited - Hang gliding/skydiving/base jumping	less than 0.5%
Q4H Activities/Attractions Visited - Hiking/Backpacking/Canyoneering	4%
Q4H Activities/Attractions Visited - Rock/mountain climbing	less than 0.5%
Q4H Activities/Attractions Visited - Scuba diving/snorkeling	
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	1%
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	less than 0.5%
Q4H Activities/Attractions Visited - Hunting	less than 0.5%
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	less than 0.5%
Q4H Activities/Attractions Visited - Snowmobiling	
Q4H Activities/Attractions Visited - Snow sports other than skiing or snowmobiling	less than 0.5%
Q4H Activities/Attractions Visited - Tennis	1%
Q4H Activities/Attractions Visited - Youth/amateur/collegiate sporting events (dropped wv109)	
Q4H Activities/Attractions Visited - ATV/Four-wheeling	
Q4H Activities/Attractions Visited - Horseracing	less than 0.5%
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%
Nature / Outdoor Activities	
Q4H Activities/Attractions Visited - Beach	6%
Q4H Activities/Attractions Visited - Bird watching	2%
Q4H Activities/Attractions Visited - Camping	1%

Q4H Activities/Attractions Visited - Caverns	1%
Q4H Activities/Attractions Visited - Gardens	3%
Q4H Activities/Attractions Visited - Nature travel/Ecotouring	3%
Q4H Activities/Attractions Visited - State/National Park (dropped wv109)	
Q4H Activities/Attractions Visited - Wildlife viewing	6%
Q4H Activities/Attractions Visited - Farms/ranches/Agri-tours	2%
Q4H Activities/Attractions Visited - Other nature	5%
Q4H Activities/Attractions Visited - State park/Monuments/Recreation areas	8%
Q4H Activities/Attractions Visited - National park/Monuments/Recreation areas	10%
Entertainment / Amusement	
Q4H Activities/Attractions Visited - Casino/gaming	1%
Q4H Activities/Attractions Visited - Fine dining	13%
Q4H Activities/Attractions Visited - Nightclub/dancing	2%
Q4H Activities/Attractions Visited - Shopping	19%
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	4%
Q4H Activities/Attractions Visited - Wine tasting/winery tour	6%
Q4H Activities/Attractions Visited - Zoos/Aquariums/Aviaries	3%
Q4H Activities/Attractions Visited - Rodeo/State fair	1%
Q4H Activities/Attractions Visited - Craft breweries	3%
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	20%
Q4H Activities/Attractions Visited - Visiting relatives	36%
Sightseeing	
Q4H Activities/Attractions Visited - Rural sightseeing	13%
Q4H Activities/Attractions Visited - Urban sightseeing	12%
Q4H Activities/Attractions Visited - Area where TV or movie was filmed	less than 0.5%
Top 25 Most Frequently Visited Cities in Virginia	
Washington, DC	35%
Alexandria	24%
Fairfax	18%
Arlington	17%
Richmond	16%

Fredericksburg	15%
Manassas	12%
Charlottesville	11%
Falls Church	11%
Virginia Beach	10%
Leesburg	9%
Front Royal	8%
Winchester	8%
Williamsburg	8%
Harrisonburg	6%
Roanoke	6%
Cumberland Gap	5%
Culpeper	5%
Norfolk	5%
Staunton	5%
Warrenton	4%
Newport News	4%
Chesapeake	4%
Lynchburg	4%
Hampton	4%

Top 25 Virginia Attractions Most Frequently Visited by Travelers

Tyson's Corner Mall (Northern Virginia)	13%
Blue Ridge Parkway (Blue Ridge Highlands)	9%
Skyline Drive (Northern Virginia)	8%
Arlington National Cemetery (Northern Virginia)	7%
Appalachian Trail (Heart of Appalachia)	7%
Blue Ridge Parkway (Shenandoah Valley)	7%
Shenandoah National Park (Shenandoah Valley)	7%
Blue Ridge Parkway (Northern Virginia)	7%
Civil War Trail (Heart of Appalachia)	6%
Blue Ridge Parkway (Central Virginia)	6%
Potomac Mills Mall (Northern Virginia)	6%
Chesapeake Bay Bridge-Tunnel (Eastern Shore)	5%
Skyline Drive (Shenandoah Valley)	5%
Manassas National Battlefield Park (Northern Virginia)	5%
George Washington Memorial Parkway (Northern Virginia)	5%
Colonial Williamsburg (Hampton Roads)	5%
Mount Vernon (Northern Virginia)	5%
Appalachian Trail (Blue Ridge Highlands)	4%
Luray Caverns (Shenandoah Valley)	4%
Monticello (Central Virginia)	4%
National Air & Space Museum " Udvar Hazy Center at Dulles (Northern Virginia)	4%

Civil War Trail (Central Virginia)	3%
Civil War Trail (Northern Virginia)	3%
Appalachian Trail (Shenandoah Valley)	3%
Busch Gardens (Hampton Roads)	3%
Satisfaction With Experience in Virginia	
Not very satisfied	2%
Somewhat satisfied	9%
Very satisfied	38%
Extremely satisfied	51%
Advance Planning Time - Considered Visiting Virginia	
Less than 2 weeks before the visit	28%
Within 2 weeks - 4 weeks of visit	17%
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	13%
More than a year before the visit	6%
Advance Planning Time - Decided to Visit Virginia	
Less than 2 weeks before the visit	36%
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	17%
At least 6 months, but less than 1 year before the visit	9%
More than a year before the visit	3%
Planning Information Sources for Virginia	
Offline Sources	
Friends/relatives	29%
Own experience	32%
Travel agent (in person or by phone)	2%
Travel club (eg. AAA)	4%
Travel book	4%
Newspaper	
Magazine	less than 0.5%
TV	1%
Radio	2%
Destination printed material	3%
Travel provider (airline, hotel, rental car cruise, etc.) either in person or by phone	3%
Other offline planning sources	2%
Online Sources	

Corporate travel department (in person or by phone)	2%
Corporate desktop travel tool/intranet	1%
Online full service travel website (Expedia, Travelocity, etc.)	6%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1%
Travel provider website (airline, hotel, rental car, cruise, tour)	12%
Other online planning sources	3%
Destination website	8%
MySpace	less than 0.5%
Facebook	5%
LinkedIn	less than 0.5%
Match.com	
Twitter.com	less than 0.5%
Blogs	1%
TripAdvisor	5%
Yahoo Trip Planner	1%
VibeAgent	less than 0.5%
Other social/commercial networking sources (Specify)	less than 0.5%
iPhone	
Mobile Web Browsing	5%
Other mobile sites	1%
Search engines (Google, Bing, Yahoo, etc)	17%
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	24%
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)	2%
Directly with destination or attraction (tourist/visitor center, etc.) in person or by phone	5%
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)	15%
Destination website (official site of state, city or attraction)	5%
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	5%
No bookings were made for this destination	52%
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	49%
Maryland	36%
Florida	28%
Pennsylvania	25%
North Carolina	21%
New York	20%
New Jersey	16%
West Virginia	15%
South Carolina	13%
Delaware	13%

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

Washington, DC (Hagerstown)	21%
New York	8%
Baltimore	6%
Richmond-Petersburg	6%
Norfolk-Portsmouth-Newport News	5%
Philadelphia	4%
Roanoke-Lynchburg	3%
Raleigh-Durham (Fayetteville)	3%
Harrisonburg	2%
Boston (Manchester)	2%

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

Virginia	32%
Maryland	11%
Pennsylvania	6%
New York	6%
North Carolina	5%
New Jersey	4%
Texas	4%

Florida	3%
Ohio	3%
West Virginia	2%
Ethnicity of Household Head	
White	82%
Black/African-American	7%
Asian or Pacific Islander	7%
American Indian, Aleut Eskimo	less than 0.5%
Other	2%
Prefer not to answer	2%
Hispanic Origin of Household Head	
Spanish/Hispanic	3%
Not Spanish/Hispanic	95%
Prefer not to answer	2%
Household Size	
1	18%
2	40%
3	18%
4	16%
5	5%
6	2%
7+	1%
Age of Respondent	
18-24	8%
25-34	18%
35-44	19%
45-54	16%
55-64	22%
65+	17%
Mean:	47.6
Marital Status	
Now married	63%
Never married	19%
Divorced, Widowed, Separated	17%
Respondent Education	
Some high school	1%
Graduated High school	9%
Some college - no degree	19%

Graduated college-Associate's degree (2 year)	8%
Graduated college-Bachelor's degree (4 year)	35%
Post Graduate degree-MS,MA,MBA,DVM,PhD,DDS,etc.	28%
Prefer not to answer	less than 0.5%

Annual Household Income

Under \$10,000	4%
\$10,000-\$14,999	1%
\$15,000-\$19,999	less than 0.5%
\$20,000-\$24,999	3%
\$25,000-\$29,999	3%
\$30,000-\$34,999	5%
\$35,000-\$39,999	2%
\$40,000-\$49,999	7%
\$50,000-\$59,999	5%
\$60,000-\$74,999	11%
\$75,000-\$99,999	17%
\$100,000-\$124,999	18%
\$125,000-\$149,999	9%
\$150,000-\$199,999	10%
\$200,000 +	4%

Top 15 States Visited on Same Trip

Virginia	56%
Washington D.C	12%
Maryland	7%
Pennsylvania	4%
West Virginia	3%
North Carolina	3%
New Jersey	1%
Tennessee	1%
New York	1%
Georgia	1%
South Carolina	1%
Ohio	1%
Delaware	1%
Indiana	1%
Illinois	1%

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

Virginia	9%
Washington D.C	7%
Florida	7%
Maryland	5%

North Carolina	5%
New York	5%
California	5%
Pennsylvania	4%
New Jersey	3%
Georgia	3%

Cities

Alexandria
Arlington
Culpeper
Fairfax
Falls Church
Fredericksburg
Leesburg
Manassas
Warrenton
Washington, DC

Attractions

Appalachian Trail
Arlington National Cemetery
Blue Ridge Parkway
Civil War Life – The Soldiers’ Museum
Civil War Trail
George Washington’s Ferry Farm
Great Waves Water Park
Fredericksburg & Spotsylvania National Military Park
George Washington Memorial Parkway
Gunston Hall
Historic Kenmore
Lake Anna
Leesylvania State Park
Loudoun Museum
Manassas National Battlefield Park
Mason Neck State Park
Mount Vernon
National Air & Space Museum – Udvar Hazy Center at Dulles
National Museum of the Marine Corps.
Prince William Forest Park
Potomac Mills Mall
Sky Meadows State Park
Skyline Drive
Torpedo Factory Art Center

Tyson's Corner Mall
Wolf Trap National Park for the Performing Arts