

VIRGINIA IS FOR LOVERS[®]

Southern 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 **Southern Virginia 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 +/- 10.08%.**

	All
Sample Size (N)	94
Weighted Percent of Total	100% (n=97.16)
Primary purpose of Trip	
Visit friends/relatives	45%
Outdoor recreation	7%
Entertainment/Sightseeing	8%
Other pleasure/personal	11%
Personal business	9%
Business - Conference/seminar	1%
* Employee Training/Seminar	1%
* Client or Customer Meeting/Service	1%
* Sales/Marketing	1%
* Internal Operations/Equipment Repair or Service	5%
* All Other General Business	8%
Other	4%
All purposes of trip	
Q1A Visit friends/relatives - All purposes for trip	63%
Q1A Outdoor recreation - All purposes for trip	24%
Q1A Entertainment/Sightseeing - All purposes for trip	31%
Q1A Other pleasure/personal - All purposes for trip	32%
Q1A Personal business - All purposes for trip	15%
* Q1A Business - Employee Training/Seminar - All purposes for trip	6%
* Q1A Business - Client or Customer Meeting/Service - All purposes for trip	6%
* Q1A Business - Internal Business Meeting - All purposes for trip	4%
* 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	10%
* Q1A Business - Any Other General Business - All purposes for trip	13%
Q1A Business - Convention/Tradeshow - All purposes for trip	5%
Q1A Business - Conference/Seminar - All purposes for trip	5%
Q1A Other - All purposes for trip	13%
Month of Travel	
July 2014	3%
August 2014	less than 0.5%
September 2014	9%
October 2014	7%
November 2014	11%
December 2014	11%
January 2015	6%
February 2015	7%
March 2015	12%
April 2015	6%
May 2015	11%
June 2015	17%
Holiday Travel	
VA1_1. Did your ... trip to Virginia include a holiday or a holiday weekend?	32%
Weekend Getaway	
VA2_1. Did this trip include a Friday night and/or a Saturday night in Virginia?	67%
Total Travel Party Size	
1	28%
2	32%
3	14%
4	12%
5	7%
6+	7%
Mean:	2.8
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	3%

VA5_2_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 6 - 12	8%
VA5_3_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 13 - 17	8%
VA5_4_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 18 - 24	11%
VA5_5_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 25 - 34	18%
VA5_6_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 35 - 44	17%
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	12%
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	24%
Modes of Travel Used on Entire Trip (all states visited)	
Q2A Own Auto/truck - All modes of transportation for trip	83%
Q2A Rental car- All modes of transportation for trip	10%
Q2A Camper/RV- All modes of transportation for trip	4%
Q2A Ship/Boat- All modes of transportation for trip	1%
Q2A Airplane- All modes of transportation for trip	10%
Q2A Bus - All modes of transportation for trip	2%
Q2A Train - All modes of transportation for trip	4%
Q2A Motorcoach/Group Tour - All modes of transportation for trip	
Q2A Other - All modes of transportation for trip	6%
Q2A Motorcycle - All modes of transportation for trip	1%
Primary Mode of Travel Used on Entire Trip	
Own Auto/truck	80%
Rental car	5%
Camper/RV	1%
Airplane	8%
Motorcycle	less than 0.5%
Other	4%
Total Nights Spent on Entire Trip	
0	15%
1	16%

2	23%
3	19%
4	9%
5	9%
6	3%
7	1%
8 through 13	2%
14+	2%
Mean:	2.8
Median:	2

Total Number of Nights at Lodging Used Anywhere in Virginia

1	23%
2	32%
3	22%
4	13%
5+	10%
Mean:	2.9
Median:	2

Types of Lodging Used Anywhere in Virginia

Q4F Number of nights spent in Hotel/Motel	39%
Q4F Number of nights spent in B&B	2%
Q4F Number of nights spent in Private Home	43%
Q4F Number of nights spent in Rental Condo	
Q4F Number of nights spent in Time Share	2%
Q4F Number of nights spent in RV/Tent	5%
Q4F Number of nights spent in Other	1%
Q4F Number of nights spent in Personal Second Home/Condo	6%
Q4F Number of nights spent in Rental Home	2%

Top 15 Brands of Hotel Stayed in Longest in Virginia

Comfort Inns/Suites	14%
Hampton Inns/Suites	9%
Holiday Inn	8%
Quality Inn & Suites	8%
Knights Inn	7%
Red Roof Hotels/Resorts	7%
Holiday Inn Express	6%
Days Inn	6%
Country Inns/Suites by Carlson	6%
Cambria Suites	3%
Econo Lodge	3%
St. Regis	3%

Best Western	3%
Hawthorn Suites by Wyndham	3%
Howard Johnson	3%
Travel Party Spending	
\$0	2%
\$1 to less than \$100	26%
\$100 to less than \$250	18%
\$250 to less than \$500	28%
\$500 to less than \$750	16%
\$750 to less than \$1,000	3%
\$1000+	7%
Mean:	537.7
Median:	300
Traveler Spending in Virginia (Percentage of Total Spending By Category)**	
Q4G Total \$s spent on Lodging	7%
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	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.)	2%
Q4G Total \$s spent on Other	1%
Q4G Total \$s spent on Transportation to State	16%
Q4G Total \$s spent on Transportation within state	8%
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	20%
Q4H Activities/Attractions Visited - Museums	14%
Q4H Activities/Attractions Visited - Musical theater	4%
Q4H Activities/Attractions Visited - Old homes/mansions	6%
Q4H Activities/Attractions Visited - Symphony/opera/concert	1%
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	5%
Q4H Activities/Attractions Visited - Musical performance/show	3%
<u>Adventure Sports</u>	
Q4H Activities/Attractions Visited - Hang gliding/skydiving/base jumping	1%
Q4H Activities/Attractions Visited - Hiking/Backpacking/Canyoneering	1%
Q4H Activities/Attractions Visited - Rock/mountain climbing	
Q4H Activities/Attractions Visited - Scuba diving/snorkeling	
Q4H Activities/Attractions Visited - Skiing/snowboarding	
Q4H Activities/Attractions Visited - Water skiing	
Q4H Activities/Attractions Visited - Whitewater rafting/Kayaking/Canoeing/Paddleboarding	
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	6%
Q4H Activities/Attractions Visited - Golf	2%
Q4H Activities/Attractions Visited - Horseback riding	1%
Q4H Activities/Attractions Visited - Hunting	1%
Q4H Activities/Attractions Visited - Sports event-Major/Professional	
Q4H Activities/Attractions Visited - Motor boat/Jet Ski	
Q4H Activities/Attractions Visited - Motor sports - NASCAR/Indy	4%
Q4H Activities/Attractions Visited - Sailing	
Q4H Activities/Attractions Visited - Snowmobiling	
Q4H Activities/Attractions Visited - Snow sports other than skiing or snowmobiling	2%
Q4H Activities/Attractions Visited - Tennis	3%
Q4H Activities/Attractions Visited - Youth/amateur/collegiate sporting events (dropped wv109)	
Q4H Activities/Attractions Visited - ATV/Four-wheeling	
Q4H Activities/Attractions Visited - Horseracing	
Q4H Activities/Attractions Visited - Sports events-Youth/Amateur/Collegiate/Other-spectator	less than 0.5%
Q4H Activities/Attractions Visited - Sports events-Youth/Amateur/Collegiate/Other-participant	2%
<u>Nature / Outdoor Activities</u>	
Q4H Activities/Attractions Visited - Beach	10%
Q4H Activities/Attractions Visited - Bird watching	3%
Q4H Activities/Attractions Visited - Camping	1%
Q4H Activities/Attractions Visited - Caverns	5%

Q4H Activities/Attractions Visited - Gardens	4%
Q4H Activities/Attractions Visited - Nature travel/Ecotouring	4%
Q4H Activities/Attractions Visited - State/National Park (dropped wv109)	
Q4H Activities/Attractions Visited - Wildlife viewing	8%
Q4H Activities/Attractions Visited - Farms/ranches/Agri-tours	3%
Q4H Activities/Attractions Visited - Other nature	6%
Q4H Activities/Attractions Visited - State park/Monuments/Recreation areas	9%
Q4H Activities/Attractions Visited - National park/Monuments/Recreation areas	9%
Entertainment / Amusement	
Q4H Activities/Attractions Visited - Casino/gaming	2%
Q4H Activities/Attractions Visited - Fine dining	13%
Q4H Activities/Attractions Visited - Nightclub/dancing	8%
Q4H Activities/Attractions Visited - Shopping	21%
Q4H Activities/Attractions Visited - Spa/health club	
Q4H Activities/Attractions Visited - Special events/Festivals (e.g., Mardi Gras, hot air balloon)	4%
Q4H Activities/Attractions Visited - Theme park/Amusement park/Water park	9%
Q4H Activities/Attractions Visited - Wine tasting/winery tour	4%
Q4H Activities/Attractions Visited - Zoos/Aquariums/Aviaries	4%
Q4H Activities/Attractions Visited - Rodeo/State fair	3%
Q4H Activities/Attractions Visited - Craft breweries	
Q4H Activities/Attractions Visited - Distilleries	
Family Activities	
Q4H Activities/Attractions Visited - Family reunion	1%
Q4H Activities/Attractions Visited - High School/College reunion	
Q4H Activities/Attractions Visited - Visiting friends	21%
Q4H Activities/Attractions Visited - Visiting relatives	33%
Sightseeing	
Q4H Activities/Attractions Visited - Rural sightseeing	18%
Q4H Activities/Attractions Visited - Urban sightseeing	10%
Q4H Activities/Attractions Visited - Area where TV or movie was filmed	
Top 25 Most Frequently Visited Cities in Virginia	
Richmond	36%
Danville	27%
Charlottesville	23%
Emporia	22%
Virginia Beach	21%
Roanoke	19%

Harrisonburg	18%
South Hill	17%
Williamsburg	17%
Martinsville	15%
Washington, DC	14%
South Boston	13%
Hampton	12%
Arlington	12%
Cumberland Gap	12%
Winchester	12%
Gloucester	11%
Norfolk	11%
Blacksburg	11%
Alexandria	11%
Front Royal	11%
Chesapeake	10%
Falls Church	10%
Fredericksburg	9%
Lynchburg	9%

Top 25 Virginia Attractions Most Frequently Visited by Travelers

Chesapeake Bay Bridge-Tunnel (Eastern Shore)	15%
Blue Ridge Parkway (Blue Ridge Highlands)	15%
Civil War Trail (Heart of Appalachia)	14%
Civil War Trail (Southern Virginia)	14%
Colonial Williamsburg (Hampton Roads)	13%
Blue Ridge Parkway (Central Virginia)	12%
Appalachian Trail (Heart of Appalachia)	11%
Virginia Museum of Natural History (Southern Virginia)	11%
Civil War Trail (Central Virginia)	10%
Bugg's Island Lake / Lake Gaston (Southern Virginia)	10%
Blue Ridge Parkway (Northern Virginia)	10%
Civil War Trail (Northern Virginia)	9%
Luray Caverns (Shenandoah Valley)	9%
Chincoteague National Wildlife Refuge (Eastern Shore)	9%
Skyline Drive (Northern Virginia)	9%
Busch Gardens (Hampton Roads)	8%
Natural Tunnel State Park (Heart of Appalachia)	8%
Civil War Trail (Chesapeake Bay)	8%
Blue Ridge Parkway (Shenandoah Valley)	8%
Arlington National Cemetery (Northern Virginia)	7%
Civil War Trail (Hampton Roads)	7%
Shenandoah National Park (Shenandoah Valley)	7%
Appalachian Trail (Blue Ridge Highlands)	6%

Civil War Trail (Blue Ridge Highlands)	6%
George Washington Birthplace National Monument (Chesapeake Bay)	6%
Satisfaction With Experience in Virginia	
Somewhat satisfied	16%
Very satisfied	41%
Extremely satisfied	43%
Advance Planning Time - Considered Visiting Virginia	
Less than 2 weeks before the visit	31%
Within 2 weeks - 4 weeks of visit	18%
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	18%
At least 6 months, but less than 1 year before the visit	7%
More than a year before the visit	6%
Advance Planning Time - Decided to Visit Virginia	
Less than 2 weeks before the visit	44%
Within 2 weeks - 4 weeks of visit	19%
At least 1 month, but less than 3 months before the visit	11%
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	7%
More than a year before the visit	3%
Planning Information Sources for Virginia	
<u>Offline Sources</u>	
Friends/relatives	33%
Own experience	33%
Travel agent (in person or by phone)	3%
Travel club (eg. AAA)	7%
Travel book	4%
Newspaper	1%
Magazine	
TV	4%
Radio	1%
Destination printed material	6%
Travel provider (airline, hotel, rental car cruise, etc.) either in person or by phone	4%
Other offline planning sources	1%
<u>Online Sources</u>	
Corporate travel department (in person or by phone)	4%
Corporate desktop travel tool/intranet	

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)	11%
Other online planning sources	1%
Destination website	3%
MySpace	1%
Facebook	6%
LinkedIn	1%
Match.com	
Twitter.com	1%
Blogs	
TripAdvisor	7%
Yahoo Trip Planner	3%
VibeAgent	1%
Other social/commercial networking sources (Specify)	
iPhone	
Mobile Web Browsing	6%
Other mobile sites	
Search engines (Google, Bing, Yahoo, etc)	12%
Pinterest	3%
Travel review sites (TripAdvisor, Yelp, etc)	3%
Online forums	1%
<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	9%
Travel club (e.g. AAA)	7%
Corporate travel department (in person or by phone)	6%
Directly with destination or attraction (tourist/visitor center, etc.) in person or by phone	7%
Some other offline booking method	
<u>Online Methods</u>	
Corporate desktop travel tool/internet	
Travel provider website (airline, hotel, rental car, cruise, tour)	5%
Destination website (official site of state, city or attraction)	8%
Online full service travel website (Expedia, Travelocity, etc.)	14%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	2%

Some other online booking method	1%
Other	
Some other method	
Someone else booked for me and I don't know the method	4%
No bookings were made for this destination	55%
Unsure, I just used link from social/commercial networking or mobile source (such as MySpace, Facebook, Trip Advisor, etc.)	3%

Top 10 Other States Visited for Leisure in Past 12 Months

North Carolina	35%
Washington D.C	28%
Florida	21%
South Carolina	19%
Georgia	15%
Delaware	14%
Maryland	13%
Pennsylvania	12%
West Virginia	11%
New York	11%

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

Roanoke-Lynchburg	13%
Raleigh-Durham (Fayetteville)	12%
Richmond-Petersburg	11%
Washington, DC (Hagerstown)	9%
New York	6%
Norfolk-Portsmouth-Newport News	5%
Harrisonburg	4%
Baltimore	4%
Houston	3%
Greensboro-High Point-Winston Salem	3%

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

Virginia	46%
North Carolina	17%
Texas	6%
New York	4%
Maryland	4%
Georgia	4%
Pennsylvania	3%
Ohio	3%
Tennessee	3%

California	2%
Ethnicity of Household Head	
White	77%
Black/African-American	12%
Asian or Pacific Islander	8%
American Indian, Aleut Eskimo	1%
Other	1%
Prefer not to answer	1%
Hispanic Origin of Household Head	
Spanish/Hispanic	1%
Not Spanish/Hispanic	96%
Prefer not to answer	3%
Household Size	
1	24%
2	36%
3	15%
4	18%
5	4%
6	1%
7+	2%
Age of Respondent	
18-24	14%
25-34	25%
35-44	21%
45-54	16%
55-64	16%
65+	7%
Mean:	41.9
Marital Status	
Now married	49%
Never married	35%
Divorced, Widowed, Separated	17%
Respondent Education	
Some high school	2%
Graduated High school	18%
Some college - no degree	20%
Graduated college-Associate's degree (2 year)	11%
Graduated college-Bachelor's degree (4 year)	35%

Post Graduate degree-MS,MA,MBA,DVM,PhD,DDS,etc.	14%
Annual Household Income	
Under \$10,000	3%
\$10,000-\$14,999	2%
\$15,000-\$19,999	1%
\$20,000-\$24,999	9%
\$25,000-\$29,999	10%
\$30,000-\$34,999	5%
\$35,000-\$39,999	8%
\$40,000-\$49,999	14%
\$50,000-\$59,999	4%
\$60,000-\$74,999	12%
\$75,000-\$99,999	11%
\$100,000-\$124,999	11%
\$125,000-\$149,999	4%
\$150,000-\$199,999	6%
\$200,000 +	1%
Top 15 States Visited on Same Trip	
Virginia	64%
West Virginia	6%
North Carolina	6%
Washington D.C	6%
Pennsylvania	4%
Maryland	3%
Delaware	2%
Connecticut	2%
California	1%
Washington	1%
Maine	1%
Tennessee	1%
Texas	1%
South Carolina	1%
New Jersey	1%
Top 10 Other States Plan to Visit for Leisure in Next 2 Years	
Virginia	10%
Florida	9%
South Carolina	7%
Washington D.C	6%
North Carolina	6%
Texas	5%
New York	5%

Maryland	4%
Georgia	3%
Maine	3%

Cities

Danville
Emporia
Martinsville
South Boston
South Hill

Attractions

Bugg's Island Lake / Lake Gaston
Civil War Trail
Danville Museum of Fine Arts and History
Danville Science Center
Martinsville Speedway
Occoneechee State Park
South Boston Speedway
Staunton River State Park
Tank Museum
Tobacco Heritage Trail
Virginia International Raceway
Virginia Museum of Natural History