

VIRGINIA IS FOR LOVERS®

Sports, Recreation, Nature/Outdoors Travel Profile to Virginia

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 **Virginia** during **FY 2015** including one or more of the **Sports & Recreation or Nature/Outdoor Attractions/Activities** - list of Attractions/Activities is below.

	All
Sample Size (N)	379
Weighted Percent of Total	100% (n=364.64)
Primary purpose of Trip	
Visit friends/relatives	39%
Outdoor recreation	13%
Entertainment/Sightseeing	20%
Other pleasure/personal	13%
Personal business	2%
Business - Convention/tradeshaw	less than 0.5%
Business - Conference/seminar	1%
* Employee Training/Seminar	2%
* Client or Customer Meeting/Service	1%
* Internal Business Meeting	less than 0.5%
* Sales/Marketing	1%
* All Other General Business	3%
Other	5%
All purposes of trip	
Q1A Visit friends/relatives - All purposes for trip	55%
Q1A Outdoor recreation - All purposes for trip	41%
Q1A Entertainment/Sightseeing - All purposes for trip	50%
Q1A Other pleasure/personal - All purposes for trip	41%
Q1A Personal business - All purposes for trip	9%
* 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	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	4%
Q1A Other - All purposes for trip	10%
Month of Travel	
July 2014	8%
August 2014	9%
September 2014	15%
October 2014	8%
November 2014	6%
December 2014	5%
January 2015	4%
February 2015	2%
March 2015	7%
April 2015	8%
May 2015	11%
June 2015	17%
Holiday Travel	
VA1_1. Did your ... trip to Virginia include a holiday or a holiday weekend?	25%
Weekend Getaway	
VA2_1. Did this trip include a Friday night and/or a Saturday night in Virginia?	75%
Total Travel Party Size	
1	15%
2	43%
3	14%
4	14%
5	7%
6+	6%
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	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	7%

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	15%
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	15%
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	10%
Travel Party Members Under 18 Years Old	
Travel parties that include children under 18	28%
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	11%
Q2A Camper/RV- All modes of transportation for trip	2%
Q2A Ship/Boat- All modes of transportation for trip	2%
Q2A Airplane- All modes of transportation for trip	14%
Q2A Bus - All modes of transportation for trip	2%
Q2A Train - All modes of transportation for trip	7%
Q2A Motorcoach/Group Tour - All modes of transportation for trip	2%
Q2A Other - All modes of transportation for trip	6%
Q2A Motorcycle - All modes of transportation for trip	4%
Primary Mode of Travel Used on Entire Trip	
Own Auto/truck	76%
Rental car	5%
Camper/RV	less than 0.5%
Ship/Boat	less than 0.5%
Airplane	9%
Bus	1%
Train	2%
Motorcoach/Group Tour	less than 0.5%
Motorcycle	3%
Other	4%
Total Nights Spent on Entire Trip	
0	9%
1	9%
2	23%

3	17%
4	11%
5	8%
6	6%
7	6%
8 through 13	7%
14+	5%
Mean:	4.3
Median:	3

Total Number of Nights at Lodging Used Anywhere in Virginia

1	14%
2	27%
3	20%
4	12%
5+	27%
Mean:	4
Median:	3

Types of Lodging Used Anywhere in Virginia

Q4F Number of nights spent in Hotel/Motel	42%
Q4F Number of nights spent in B&B	1%
Q4F Number of nights spent in Private Home	35%
Q4F Number of nights spent in Rental Condo	2%
Q4F Number of nights spent in Time Share	6%
Q4F Number of nights spent in RV/Tent	4%
Q4F Number of nights spent in Other	3%
Q4F Number of nights spent in Personal Second Home/Condo	4%
Q4F Number of nights spent in Rental Home	3%

Top 15 Brands of Hotel Stayed in Longest in Virginia

Hampton Inns/Suites	9%
Other	8%
Holiday Inn	7%
Comfort Inns/Suites	6%
Marriott Hotels/Resorts/Suites	5%
Best Western	5%
Hilton Hotels & Resorts	4%
Holiday Inn Express	4%
Days Inn	4%
W Hotels	4%
Quality Inn & Suites	3%
La Quinta Inns	3%
Hyatt Hotels	2%

Red Roof Hotels/Resorts	2%
Wyndham Hotels & Resorts	2%
Travel Party Spending	
\$0	1%
\$1 to less than \$100	15%
\$100 to less than \$250	18%
\$250 to less than \$500	22%
\$500 to less than \$750	14%
\$750 to less than \$1,000	12%
\$1000+	18%
Mean:	683.4
Median:	419

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)	18%
Q4G Total \$s spent on Groceries	10%
Q4G Total \$s spent on Entertainment (excluding gaming)/Admissions	8%
Q4G Total \$s spent on (Casino) Gaming	1%
Q4G Total \$s spent on Shopping/Gifts/Souvenirs	10%
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	14%
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	7%
Q4H Activities/Attractions Visited - Historic sites/Churches	27%
Q4H Activities/Attractions Visited - Museums	16%
Q4H Activities/Attractions Visited - Musical theater	3%
Q4H Activities/Attractions Visited - Old homes/mansions	9%
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	4%
Q4H Activities/Attractions Visited - Musical performance/show	5%

Adventure Sports

Q4H Activities/Attractions Visited - Hang gliding/skydiving/base jumping	1%
Q4H Activities/Attractions Visited - Hiking/Backpacking/Canyoneering	6%
Q4H Activities/Attractions Visited - Rock/mountain climbing	1%
Q4H Activities/Attractions Visited - Scuba diving/snorkeling	
Q4H Activities/Attractions Visited - Skiing/snowboarding	less than 0.5%
Q4H Activities/Attractions Visited - Water skiing	1%
Q4H Activities/Attractions Visited - Whitewater rafting/Kayaking/Canoeing/Paddleboarding	1%
Q4H Activities/Attractions Visited - Mountain biking	1%
<u>Sports & Recreation</u>	
Q4H Activities/Attractions Visited - Biking/Road biking/Cycling	3%
Q4H Activities/Attractions Visited - Fishing	7%
Q4H Activities/Attractions Visited - Golf	4%
Q4H Activities/Attractions Visited - Horseback riding	1%
Q4H Activities/Attractions Visited - Hunting	1%
Q4H Activities/Attractions Visited - Sports event-Major/Professional	4%
Q4H Activities/Attractions Visited - Motor boat/Jet Ski	2%
Q4H Activities/Attractions Visited - Motor sports - NASCAR/Indy	2%
Q4H Activities/Attractions Visited - Sailing	1%
Q4H Activities/Attractions Visited - Snowmobiling	
Q4H Activities/Attractions Visited - Snow sports other than skiing or snowmobiling	1%
Q4H Activities/Attractions Visited - Tennis	4%
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	7%
Q4H Activities/Attractions Visited - Sports events- Youth/Amateur/Collegiate/Other-participant	4%
<u>Nature / Outdoor Activities</u>	
Q4H Activities/Attractions Visited - Beach	34%
Q4H Activities/Attractions Visited - Bird watching	7%
Q4H Activities/Attractions Visited - Camping	5%
Q4H Activities/Attractions Visited - Caverns	5%
Q4H Activities/Attractions Visited - Gardens	10%
Q4H Activities/Attractions Visited - Nature travel/Ecotouring	7%
Q4H Activities/Attractions Visited - State/National Park (dropped wv109)	
Q4H Activities/Attractions Visited - Wildlife viewing	17%
Q4H Activities/Attractions Visited - Farms/ranches/Agri-tours	2%
Q4H Activities/Attractions Visited - Other nature	8%

Q4H Activities/Attractions Visited - State park/Monuments/Recreation areas	23%
Q4H Activities/Attractions Visited - National park/Monuments/Recreation areas	22%
Entertainment / Amusement	
Q4H Activities/Attractions Visited - Casino/gaming	2%
Q4H Activities/Attractions Visited - Fine dining	21%
Q4H Activities/Attractions Visited - Nightclub/dancing	3%
Q4H Activities/Attractions Visited - Shopping	30%
Q4H Activities/Attractions Visited - Spa/health club	2%
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	5%
Q4H Activities/Attractions Visited - Wine tasting/winery tour	8%
Q4H Activities/Attractions Visited - Zoos/Aquariums/Aviaries	4%
Q4H Activities/Attractions Visited - Rodeo/State fair	less than 0.5%
Q4H Activities/Attractions Visited - Craft breweries	4%
Q4H Activities/Attractions Visited - Distilleries	1%
Family Activities	
Q4H Activities/Attractions Visited - Family reunion	5%
Q4H Activities/Attractions Visited - High School/College reunion	2%
Q4H Activities/Attractions Visited - Visiting friends	18%
Q4H Activities/Attractions Visited - Visiting relatives	28%
Sightseeing	
Q4H Activities/Attractions Visited - Rural sightseeing	31%
Q4H Activities/Attractions Visited - Urban sightseeing	18%
Q4H Activities/Attractions Visited - Area where TV or movie was filmed	less than 0.5%
Top 25 Most Frequently Visited Cities in Virginia	
Virginia Beach	26%
Richmond	19%
Washington, DC	17%
Williamsburg	15%
Charlottesville	13%
Alexandria	11%
Norfolk	10%
Arlington	9%
Front Royal	7%
Fredericksburg	7%
Roanoke	7%
Harrisonburg	6%
Chincoteague	6%
Winchester	6%

Fairfax	6%
Chesapeake	6%
Hampton	5%
Lexington	5%
Cumberland Gap	5%
Manassas	5%
Falls Church	5%
Big Stone Gap	4%
Waynesboro	4%
Norton	4%
Newport News	4%

Top 25 Virginia Attractions Most Frequently Visited by Travelers

Chesapeake Bay Bridge-Tunnel (Eastern Shore)	12%
Colonial Williamsburg (Hampton Roads)	10%
Appalachian Trail (Heart of Appalachia)	10%
Blue Ridge Parkway (Blue Ridge Highlands)	9%
Shenandoah National Park (Shenandoah Valley)	7%
Blue Ridge Parkway (Shenandoah Valley)	7%
Skyline Drive (Shenandoah Valley)	7%
Chincoteague National Wildlife Refuge (Eastern Shore)	7%
Skyline Drive (Northern Virginia)	6%
Appalachian Trail (Shenandoah Valley)	6%
Appalachian Trail (Blue Ridge Highlands)	6%
Arlington National Cemetery (Northern Virginia)	6%
Monticello (Central Virginia)	5%
Historic Jamestowne - national park with archaeological site (Hampton Roads)	5%
Blue Ridge Parkway (Central Virginia)	5%
Tyson's Corner Mall (Northern Virginia)	5%
Assateague Island National Seashore (Eastern Shore)	5%
Busch Gardens (Hampton Roads)	5%
Civil War Trail (Heart of Appalachia)	5%
Luray Caverns (Shenandoah Valley)	5%
Jamestown Settlement - reconstructed village with the three ships (Hampton Roads)	5%
Prime Outlets " Williamsburg (Hampton Roads)	4%
Norfolk Naval Station (Hampton Roads)	4%
Williamsburg Pottery (Hampton Roads)	4%
Appalachian Trail (Central Virginia)	4%

Satisfaction With Experience in Virginia

Not at all satisfied	less than 0.5%
Not very satisfied	1%

Somewhat satisfied	8%
Very satisfied	35%
Extremely satisfied	56%

Advance Planning Time - Considered Visiting Virginia

Less than 2 weeks before the visit	21%
Within 2 weeks - 4 weeks of visit	13%
At least 1 month, but less than 3 months before the visit	24%
At least 3 months, but less than 6 months before the visit	19%
At least 6 months, but less than 1 year before the visit	13%
More than a year before the visit	10%

Advance Planning Time - Decided to Visit 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	23%
At least 3 months, but less than 6 months before the visit	19%
At least 6 months, but less than 1 year before the visit	9%
More than a year before the visit	5%

Planning Information Sources for Virginia

Offline Sources

Friends/relatives	30%
Own experience	41%
Travel agent (in person or by phone)	2%
Travel club (eg. AAA)	5%
Travel book	4%
Newspaper	1%
Magazine	1%
TV	1%
Radio	less than 0.5%
Destination printed material	6%
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)	2%
Corporate desktop travel tool/intranet	2%
Online full service travel website (Expedia, Travelocity, etc.)	9%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1%
Travel provider website (airline, hotel, rental car, cruise, tour)	12%
Other online planning sources	4%

Destination website	15%
MySpace	less than 0.5%
Facebook	7%
LinkedIn	1%
Match.com	
Twitter.com	less than 0.5%
Blogs	2%
TripAdvisor	8%
Yahoo Trip Planner	less than 0.5%
VibeAgent	less than 0.5%
Other social/commercial networking sources (Specify)	2%
iPhone	
Mobile Web Browsing	10%
Other mobile sites	2%
Search engines (Google, Bing, Yahoo, etc)	21%
Pinterest	1%
Travel review sites (TripAdvisor, Yelp, etc)	6%
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	13%
Booking Methods Used for Virginia	
<u>Offline Methods</u>	
Travel agent (in person or by phone)	3%
Directly with travel provider (airline, hotel, rental car, cruise, etc.) either in person/phone	6%
Travel club (e.g. AAA)	4%
Corporate travel department (in person or by phone)	4%
Directly with destination or attraction (tourist/visitor center, etc.) in person or by phone	10%
Some other offline booking method	1%
<u>Online Methods</u>	
Corporate desktop travel tool/internet	2%
Travel provider website (airline, hotel, rental car, cruise, tour)	13%
Destination website (official site of state, city or attraction)	7%
Online full service travel website (Expedia, Travelocity, etc.)	10%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1%
Some other online booking method	5%
<u>Other</u>	
Some other method	
Someone else booked for me and I don't know the method	8%
No bookings were made for this destination	39%

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	34%
Maryland	27%
North Carolina	26%
Pennsylvania	20%
New York	19%
West Virginia	18%
Florida	17%
South Carolina	13%
Tennessee	12%
California	11%
Travel Party Origin - Top 10 DMAs (Designated Marketing Areas) for the profiled travel segment	
Washington, DC (Hagerstown)	17%
Richmond-Petersburg	10%
Norfolk-Portsmouth-Newport News	9%
Roanoke-Lynchburg	6%
Philadelphia	5%
New York	5%
Raleigh-Durham (Fayetteville)	4%
Baltimore	4%
Columbus, OH	2%
Pittsburgh	2%
Travel Party Origin - Top 10 States for the profiled travel segment	
Virginia	38%
Maryland	8%
North Carolina	8%
Pennsylvania	7%
Ohio	4%
Texas	3%
New York	3%
California	3%
New Jersey	3%
Georgia	2%
Ethnicity of Household Head	
White	83%
Black/African-American	7%

Asian or Pacific Islander	4%
American Indian, Aleut Eskimo	1%
Other	3%
Prefer not to answer	1%
Hispanic Origin of Household Head	
Spanish/Hispanic	2%
Not Spanish/Hispanic	96%
Prefer not to answer	1%
Household Size	
1	17%
2	37%
3	18%
4	18%
5	8%
6	1%
7+	2%
Age of Respondent	
18-24	6%
25-34	22%
35-44	19%
45-54	20%
55-64	20%
65+	14%
Mean:	46.8
Marital Status	
Now married	61%
Never married	23%
Divorced, Widowed, Separated	16%
Respondent Education	
Grade School	less than 0.5%
Some high school	1%
Graduated High school	11%
Some college - no degree	23%
Graduated college-Associate's degree (2 year)	8%
Graduated college-Bachelor's degree (4 year)	33%
Post Graduate degree-MS,MA,MBA,DVM,PhD,DDS,etc.	23%
Prefer not to answer	less than 0.5%
Annual Household Income	

Under \$10,000	3%
\$10,000-\$14,999	1%
\$15,000-\$19,999	1%
\$20,000-\$24,999	5%
\$25,000-\$29,999	5%
\$30,000-\$34,999	4%
\$35,000-\$39,999	3%
\$40,000-\$49,999	8%
\$50,000-\$59,999	11%
\$60,000-\$74,999	12%
\$75,000-\$99,999	15%
\$100,000-\$124,999	15%
\$125,000-\$149,999	8%
\$150,000-\$199,999	5%
\$200,000 +	5%

Top 15 States Visited on Same Trip

Virginia	63%
Washington D.C	7%
Maryland	4%
West Virginia	4%
Pennsylvania	4%
North Carolina	3%
Tennessee	2%
New York	2%
Kentucky	1%
South Carolina	1%
Indiana	1%
Delaware	1%
Ohio	1%
Georgia	1%
New Jersey	1%

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

Virginia	10%
Florida	7%
North Carolina	6%
New York	6%
Washington D.C	5%
Maryland	4%
Pennsylvania	4%
California	4%
South Carolina	3%
Tennessee	3%

Sports & Recreation

Biking
Fishing (fresh/saltwater)
Golf
Horseback riding
Hunting
Major sports event
Motor boat/Jet Ski
Motor sports - NASCAR/Indy
Sailing
Snowmobiling
Snow sports other than skiing or snowmobiling
Tennis
Youth/amateur/collegiate sporting events

Nature / Outdoors Activities

Beach
Bird watching
Camping
Caverns
Gardens
Nature travel/ecotouring
State/National Park
Wildlife viewing

