

VIRGINIA IS FOR LOVERS[®]

Virginia Mountains 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 **Virginia Mountains 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 +/- 6.33%.**

	All
Sample Size (N)	237
Weighted Percent of Total	100% (n=221.72)
Primary purpose of Trip	
Visit friends/relatives	41%
Outdoor recreation	9%
Entertainment/Sightseeing	17%
Other pleasure/personal	12%
Personal business	4%
Business - Convention/tradeshow	less than 0.5%
Business - Conference/seminar	2%
* Employee Training/Seminar	2%
* Client or Customer Meeting/Service	2%
* Internal Business Meeting	1%
* Sales/Marketing	2%
* Internal Operations/Equipment Repair or Service	1%
* All Other General Business	1%
Other	7%
All purposes of trip	
Q1A Visit friends/relatives - All purposes for trip	58%
Q1A Outdoor recreation - All purposes for trip	30%
Q1A Entertainment/Sightseeing - All purposes for trip	40%
Q1A Other pleasure/personal - All purposes for trip	34%
Q1A Personal business - All purposes for trip	10%
* Q1A Business - Employee Training/Seminar - All purposes for trip	4%
* Q1A Business - Client or Customer Meeting/Service - All purposes for trip	3%
* Q1A Business - Internal Business Meeting - All purposes for trip	4%
* Q1A Business - Sales/Marketing - All purposes for trip	4%

* Q1A Business - Incentive/Reward - All purposes for trip	2%
* Q1A Business - Internal Operations/Equipment Repair or Service - All purposes for trip	3%
* Q1A Business - Any Other General Business - All purposes for trip	5%
Q1A Business - Convention/Tradeshow - All purposes for trip	2%
Q1A Business - Conference/Seminar - All purposes for trip	3%
Q1A Other - All purposes for trip	11%
Month of Travel	
July 2014	6%
August 2014	8%
September 2014	9%
October 2014	4%
November 2014	8%
December 2014	4%
January 2015	8%
February 2015	7%
March 2015	11%
April 2015	9%
May 2015	12%
June 2015	15%
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?	69%
Total Travel Party Size	
1	23%
2	39%
3	17%
4	13%
5	5%
6+	3%
Mean:	2.6
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	9%
VA5_5_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 25 - 34	14%
VA5_6_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 35 - 44	14%
VA5_7_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 45 - 54	17%
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	11%
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	85%
Q2A Rental car- All modes of transportation for trip	9%
Q2A Camper/RV- All modes of transportation for trip	3%
Q2A Ship/Boat- All modes of transportation for trip	less than 0.5%
Q2A Airplane- All modes of transportation for trip	10%
Q2A Bus - All modes of transportation for trip	1%
Q2A Train - All modes of transportation for trip	4%
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	4%
Primary Mode of Travel Used on Entire Trip	
Own Auto/truck	79%
Rental car	6%
Camper/RV	1%
Airplane	8%
Bus	less than 0.5%
Train	less than 0.5%

Motorcycle	3%
Other	2%
Total Nights Spent on Entire Trip	
0	20%
1	13%
2	18%
3	13%
4	12%
5	10%
6	4%
7	3%
8 through 13	6%
14+	2%
Mean:	3.2
Median:	3
Total Number of Nights at Lodging Used Anywhere in Virginia	
1	24%
2	27%
3	12%
4	14%
5+	23%
Mean:	3.5
Median:	3
Types of Lodging Used Anywhere in Virginia	
Q4F Number of nights spent in Hotel/Motel	43%
Q4F Number of nights spent in B&B	3%
Q4F Number of nights spent in Private Home	38%
Q4F Number of nights spent in Rental Condo	less than 0.5%
Q4F Number of nights spent in Time Share	3%
Q4F Number of nights spent in RV/Tent	6%
Q4F Number of nights spent in Other	4%
Q4F Number of nights spent in Personal Second Home/Condo	1%
Q4F Number of nights spent in Rental Home	1%
Top 15 Brands of Hotel Stayed in Longest in Virginia	
Holiday Inn	12%
Hampton Inns/Suites	10%
Comfort Inns/Suites	10%
Best Western	9%
Other	6%
Holiday Inn Express	6%

Sleep Inn & Suites	5%
Quality Inn & Suites	4%
Days Inn	3%
Marriott Hotels/Resorts/Suites	3%
Courtyard by Marriott	3%
Knights Inn	3%
Country Inns/Suites by Carlson	3%
Hyatt Hotels	2%
Wyndham Hotels & Resorts	2%

Travel Party Spending

\$0	2%
\$1 to less than \$100	29%
\$100 to less than \$250	18%
\$250 to less than \$500	24%
\$500 to less than \$750	11%
\$750 to less than \$1,000	6%
\$1000+	11%
Mean:	495.5
Median:	255

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)	19%
Q4G Total \$s spent on Groceries	9%
Q4G Total \$s spent on Entertainment (excluding gaming)/Admissions	7%
Q4G Total \$s spent on (Casino) Gaming	1%
Q4G Total \$s spent on Shopping/Gifts/Souvenirs	9%
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	15%
Q4G Total \$s spent on Transportation within state	5%
Q4G Total \$s spent on Gasoline within state	19%
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	21%

Q4H Activities/Attractions Visited - Museums	13%
Q4H Activities/Attractions Visited - Musical theater	5%
Q4H Activities/Attractions Visited - Old homes/mansions	8%
Q4H Activities/Attractions Visited - Symphony/opera/concert	1%
Q4H Activities/Attractions Visited - Theater/drama	5%
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	5%
Adventure Sports	
Q4H Activities/Attractions Visited - Hang gliding/skydiving/base jumping	1%
Q4H Activities/Attractions Visited - Hiking/Backpacking/Canyoneering	8%
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	less than 0.5%
Q4H Activities/Attractions Visited - Whitewater rafting/Kayaking/Canoeing/Paddleboarding	1%
Q4H Activities/Attractions Visited - Mountain biking	2%
Sports & Recreation	
Q4H Activities/Attractions Visited - Biking/Road biking/Cycling	2%
Q4H Activities/Attractions Visited - Fishing	2%
Q4H Activities/Attractions Visited - Golf	2%
Q4H Activities/Attractions Visited - Horseback riding	less than 0.5%
Q4H Activities/Attractions Visited - Hunting	1%
Q4H Activities/Attractions Visited - Sports event-Major/Professional	2%
Q4H Activities/Attractions Visited - Motor boat/Jet Ski	less than 0.5%
Q4H Activities/Attractions Visited - Motor sports - NASCAR/Indy	less than 0.5%
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	1%
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	
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	8%
Q4H Activities/Attractions Visited - Bird watching	3%
Q4H Activities/Attractions Visited - Camping	3%
Q4H Activities/Attractions Visited - Caverns	4%
Q4H Activities/Attractions Visited - Gardens	4%
Q4H Activities/Attractions Visited - Nature travel/Ecotouring	5%
Q4H Activities/Attractions Visited - State/National Park (dropped wv109)	
Q4H Activities/Attractions Visited - Wildlife viewing	8%
Q4H Activities/Attractions Visited - Farms/ranches/Agri-tours	2%
Q4H Activities/Attractions Visited - Other nature	7%
Q4H Activities/Attractions Visited - State park/Monuments/Recreation areas	12%
Q4H Activities/Attractions Visited - National park/Monuments/Recreation areas	12%
<u>Entertainment / Amusement</u>	
Q4H Activities/Attractions Visited - Casino/gaming	1%
Q4H Activities/Attractions Visited - Fine dining	15%
Q4H Activities/Attractions Visited - Nightclub/dancing	3%
Q4H Activities/Attractions Visited - Shopping	21%
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)	1%
Q4H Activities/Attractions Visited - Theme park/Amusement park/Water park	6%
Q4H Activities/Attractions Visited - Wine tasting/winery tour	6%
Q4H Activities/Attractions Visited - Zoos/Aquariums/Aviaries	2%
Q4H Activities/Attractions Visited - Rodeo/State fair	1%
Q4H Activities/Attractions Visited - Craft breweries	4%
Q4H Activities/Attractions Visited - Distilleries	less than 0.5%
<u>Family Activities</u>	
Q4H Activities/Attractions Visited - Family reunion	2%
Q4H Activities/Attractions Visited - High School/College reunion	
Q4H Activities/Attractions Visited - Visiting friends	13%
Q4H Activities/Attractions Visited - Visiting relatives	27%
<u>Sightseeing</u>	
Q4H Activities/Attractions Visited - Rural sightseeing	25%
Q4H Activities/Attractions Visited - Urban sightseeing	17%
Q4H Activities/Attractions Visited - Area where TV or movie was filmed	1%
Top 25 Most Frequently Visited Cities in Virginia	
Roanoke	37%

Richmond	20%
Charlottesville	19%
Washington, DC	19%
Harrisonburg	13%
Salem	13%
Williamsburg	12%
Staunton	11%
Rocky Mount	11%
Waynesboro	11%
Cumberland Gap	11%
Blacksburg	11%
Front Royal	11%
Virginia Beach	11%
Lynchburg	10%
Alexandria	10%
Winchester	9%
Arlington	9%
Manassas	9%
Big Stone Gap	8%
Lexington	8%
Fredericksburg	8%
Bedford	8%
Abingdon	7%
Fairfax	7%

Top 25 Virginia Attractions Most Frequently Visited by Travelers

Blue Ridge Parkway (Blue Ridge Highlands)	30%
Blue Ridge Parkway (Shenandoah Valley)	24%
Appalachian Trail (Heart of Appalachia)	21%
Blue Ridge Parkway (Central Virginia)	16%
Appalachian Trail (Blue Ridge Highlands)	15%
Shenandoah National Park (Shenandoah Valley)	13%
Blue Ridge Parkway (Northern Virginia)	13%
Skyline Drive (Northern Virginia)	12%
Appalachian Trail (Shenandoah Valley)	11%
Skyline Drive (Shenandoah Valley)	11%
Civil War Trail (Heart of Appalachia)	11%
Chesapeake Bay Bridge-Tunnel (Eastern Shore)	9%
Colonial Williamsburg (Hampton Roads)	7%
Arlington National Cemetery (Northern Virginia)	7%
Luray Caverns (Shenandoah Valley)	7%
Smith Mountain Lake (Blue Ridge Highlands)	6%
Busch Gardens (Hampton Roads)	6%
Appalachian Trail (Central Virginia)	6%

Civil War Trail (Blue Ridge Highlands)	6%
Monticello (Central Virginia)	6%
Civil War Trail (Central Virginia)	6%
Tyson's Corner Mall (Northern Virginia)	5%
Natural Bridge / Natural Bridge Caverns (Shenandoah Valley)	5%
Manassas National Battlefield Park (Northern Virginia)	5%
Civil War Trail (Shenandoah Valley)	5%

Satisfaction With Experience in Virginia

Not at all satisfied	less than 0.5%
Not very satisfied	1%
Somewhat satisfied	13%
Very satisfied	36%
Extremely satisfied	49%

Advance Planning Time - Considered Visiting Virginia

Less than 2 weeks before the visit	30%
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	15%
At least 6 months, but less than 1 year before the visit	12%
More than a year before the visit	8%

Advance Planning Time - Decided to Visit Virginia

Less than 2 weeks before the visit	42%
Within 2 weeks - 4 weeks of visit	15%
At least 1 month, but less than 3 months before the visit	19%
At least 3 months, but less than 6 months before the visit	13%
At least 6 months, but less than 1 year before the visit	9%
More than a year before the visit	2%

Planning Information Sources for Virginia

Offline Sources

Friends/relatives	28%
Own experience	37%
Travel agent (in person or by phone)	4%
Travel club (eg. AAA)	6%
Travel book	4%
Newspaper	less than 0.5%
Magazine	1%
TV	2%
Radio	1%
Destination printed material	5%

Travel provider (airline, hotel, rental car cruise, etc.) either in person or by phone	2%
Other offline planning sources	3%
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.)	8%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1%
Travel provider website (airline, hotel, rental car, cruise, tour)	8%
Other online planning sources	3%
Destination website	10%
MySpace	1%
Facebook	8%
LinkedIn	less than 0.5%
Match.com	
Twitter.com	1%
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	7%
Other mobile sites	1%
Search engines (Google, Bing, Yahoo, etc)	16%
Pinterest	1%
Travel review sites (TripAdvisor, Yelp, etc)	3%
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	23%
Booking Methods Used for Virginia	
Offline Methods	
Travel agent (in person or by phone)	3%
Directly with travel provider (airline, hotel, rental car, cruise, etc.) either in person/phone	8%
Travel club (e.g. AAA)	4%
Corporate travel department (in person or by phone)	2%
Directly with destination or attraction (tourist/visitor center, etc.) in person or by phone	8%
Some other offline booking method	less than 0.5%
Online Methods	

Corporate desktop travel tool/internet	1%
Travel provider website (airline, hotel, rental car, cruise, tour)	9%
Destination website (official site of state, city or attraction)	8%
Online full service travel website (Expedia, Travelocity, etc.)	12%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1%
Some other online booking method	4%
Other	
Some other method	
Someone else booked for me and I don't know the method	4%
No bookings were made for this destination	48%
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	30%
Washington D.C	30%
West Virginia	25%
Florida	23%
Maryland	21%
Tennessee	20%
Pennsylvania	19%
South Carolina	19%
New York	17%
Georgia	13%

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

Roanoke-Lynchburg	17%
Washington, DC (Hagerstown)	11%
Richmond-Petersburg	8%
Norfolk-Portsmouth-Newport News	6%
Harrisonburg	4%
Raleigh-Durham (Fayetteville)	4%
New York	3%
Baltimore	3%
Bluefield-Beckley-Oak Hill	3%
Greensboro-High Point-Winston Salem	3%

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

Virginia	47%
North Carolina	11%
Maryland	4%

Pennsylvania	4%
West Virginia	4%
Ohio	3%
Tennessee	3%
Texas	3%
Florida	3%
Connecticut	2%
Ethnicity of Household Head	
White	84%
Black/African-American	6%
Asian or Pacific Islander	6%
American Indian, Aleut Eskimo	1%
Other	3%
Prefer not to answer	1%
Hispanic Origin of Household Head	
Spanish/Hispanic	3%
Not Spanish/Hispanic	95%
Prefer not to answer	2%
Household Size	
1	18%
2	34%
3	22%
4	18%
5	5%
6	2%
7+	1%
Age of Respondent	
18-24	10%
25-34	20%
35-44	16%
45-54	21%
55-64	18%
65+	14%
Mean:	45.7
Marital Status	
Now married	57%
Never married	28%
Divorced, Widowed, Separated	15%
Respondent Education	

Respondent Education

Some high school	2%
Graduated High school	14%
Some college - no degree	23%
Graduated college-Associate's degree (2 year)	12%
Graduated college-Bachelor's degree (4 year)	29%
Post Graduate degree-MS,MA,MBA,DVM,PhD,DDS,etc.	20%

Annual Household Income

Under \$10,000	4%
\$10,000-\$14,999	3%
\$15,000-\$19,999	1%
\$20,000-\$24,999	5%
\$25,000-\$29,999	9%
\$30,000-\$34,999	5%
\$35,000-\$39,999	4%
\$40,000-\$49,999	10%
\$50,000-\$59,999	8%
\$60,000-\$74,999	12%
\$75,000-\$99,999	11%
\$100,000-\$124,999	13%
\$125,000-\$149,999	6%
\$150,000-\$199,999	6%
\$200,000 +	2%

Top 15 States Visited on Same Trip

Virginia	61%
West Virginia	6%
Washington D.C	5%
Pennsylvania	4%
Maryland	4%
North Carolina	3%
Tennessee	2%
South Carolina	2%
Georgia	2%
New York	1%
New Jersey	1%
Indiana	1%
Kentucky	1%
Delaware	1%
Connecticut	1%

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

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

Cities

Bedford
 Rocky Mount
 Covington
 Roanoke
 Salem

Attractions

Appalachian Trail
 Booker T. Washington National Monument
 Blue Ridge Parkway
 Civil War Trail
 The Crooked Road - Virginia's Heritage Music Trail
 Smith Mountain Lake
 Douthat State Park
 History Museum of Western Virginia
 Taubman Museum of Art
 The Homestead
 National D-Day Memorial
 Thomas Jefferson's Poplar Forest