

VIRGINIA IS FOR LOVERS[®]

Arts & Culture Virginia 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 during FY 2015 including **Arts & Culture Activities/Attractions of art galleries, historic sites/churches, museums, musical theater, old homes/mansions, symphony/opera/concert, theater/drama, native American ruins/rock art, local/folk art/crafts (Amish, Native American, etc.), or musical performance/show.**

	All
Sample Size (N)	317
Weighted Percent of Total	100% (n=294.95)
Primary purpose of Trip	
Visit friends/relatives	40%
Outdoor recreation	7%
Entertainment/Sightseeing	21%
Other pleasure/personal	14%
Personal business	4%
Business - Convention/tradeshaw	less than 0.5%
Business - Conference/seminar	2%
* Employee Training/Seminar	1%
* Client or Customer Meeting/Service	1%
* Internal Business Meeting	1%
* Sales/Marketing	less than 0.5%
* Incentive/Reward	less than 0.5%
* Internal Operations/Equipment Repair or Service	less than 0.5%
* All Other General Business	2%
Other	4%
All purposes of trip	
Q1A Visit friends/relatives - All purposes for trip	63%
Q1A Outdoor recreation - All purposes for trip	33%
Q1A Entertainment/Sightseeing - All purposes for trip	54%
Q1A Other pleasure/personal - All purposes for trip	43%
Q1A Personal business - All purposes for trip	11%
* Q1A Business - Employee Training/Seminar - All purposes for trip	6%

* Q1A Business - Client or Customer Meeting/Service - All purposes for trip	7%
* Q1A Business - Internal Business Meeting - All purposes for trip	6%
* Q1A Business - Sales/Marketing - All purposes for trip	7%
* Q1A Business - Incentive/Reward - All purposes for trip	6%
* Q1A Business - Internal Operations/Equipment Repair or Service - All purposes for trip	5%
* Q1A Business - Any Other General Business - All purposes for trip	8%
Q1A Business - Convention/Tradeshow - All purposes for trip	5%
Q1A Business - Conference/Seminar - All purposes for trip	6%
Q1A Other - All purposes for trip	12%
Month of Travel	
July 2014	9%
August 2014	8%
September 2014	10%
October 2014	8%
November 2014	9%
December 2014	6%
January 2015	5%
February 2015	5%
March 2015	9%
April 2015	7%
May 2015	8%
June 2015	16%
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?	76%
Total Travel Party Size	
1	18%
2	47%
3	16%
4	10%
5	5%
6+	5%
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	4%
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	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	15%
VA5_8_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 55 - 64	17%
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	22%
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	14%
Q2A Camper/RV- All modes of transportation for trip	3%
Q2A Ship/Boat- All modes of transportation for trip	2%
Q2A Airplane- All modes of transportation for trip	18%
Q2A Bus - All modes of transportation for trip	3%
Q2A Train - All modes of transportation for trip	8%
Q2A Motor coach/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	76%
Rental car	6%
Camper/RV	less than 0.5%
Ship/Boat	less than 0.5%
Airplane	13%
Bus	1%
Train	2%
Motorcycle	1%
Other	1%
Total Nights Spent on Entire Trip	
0	7%
1	8%
2	21%
3	16%
4	12%
5	11%
6	6%
7	4%
8 through 13	9%
14+	7%
Mean:	5
Median:	4
Total Number of Nights at Lodging Used Anywhere in Virginia	
1	14%
2	27%
3	17%
4	12%
5+	30%
Mean:	4.5
Median:	3
Types of Lodging Used Anywhere in Virginia	
Q4F Number of nights spent in Hotel/Motel	50%
Q4F Number of nights spent in B&B	2%
Q4F Number of nights spent in Private Home	32%
Q4F Number of nights spent in Rental Condo	1%
Q4F Number of nights spent in Time Share	6%
Q4F Number of nights spent in RV/Tent	2%
Q4F Number of nights spent in Other	3%

Q4F Number of nights spent in Personal Second Home/Condo	less than 0.5%
Q4F Number of nights spent in Rental Home	3%
Top 15 Brands of Hotel Stayed in Longest in Virginia	
Other	9%
Hampton Inns/Suites	9%
Comfort Inns/Suites	6%
Holiday Inn	6%
Holiday Inn Express	5%
Quality Inn & Suites	5%
Hilton Hotels & Resorts	4%
Best Western	4%
Days Inn	4%
Marriott Hotels/Resorts/Suites	4%
W Hotels	4%
Sheraton Inns/Hotels/Resorts/Suites	3%
La Quinta Inns	2%
Howard Johnson	2%
Wyndham Hotels & Resorts	2%
Travel Party Spending	
\$0	1%
\$1 to less than \$100	10%
\$100 to less than \$250	17%
\$250 to less than \$500	22%
\$500 to less than \$750	15%
\$750 to less than \$1,000	14%
\$1000+	20%
Mean:	731.4
Median:	470
Traveler Spending in Virginia (Percentage of Total Spending By Category)**	
Q4G Total \$s spent on Lodging	10%
Q4G Total \$s spent on Food/Beverage/Dining (excluding groceries)	17%
Q4G Total \$s spent on Groceries	9%
Q4G Total \$s spent on Entertainment (excluding gaming)/Admissions	9%
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.)	1%
Q4G Total \$s spent on Other	2%

Q4G Total \$s spent on Transportation to State	16%
Q4G Total \$s spent on Transportation within state	6%
Q4G Total \$s spent on Gasoline within state	14%
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	
<u>Arts & Culture</u>	
Q4H Activities/Attractions Visited - Art galleries	14%
Q4H Activities/Attractions Visited - Historic sites/Churches	60%
Q4H Activities/Attractions Visited - Museums	38%
Q4H Activities/Attractions Visited - Musical theater	6%
Q4H Activities/Attractions Visited - Old homes/mansions	21%
Q4H Activities/Attractions Visited - Symphony/opera/concert	3%
Q4H Activities/Attractions Visited - Theater/drama	12%
Q4H Activities/Attractions Visited - Native American ruins/Rock art	1%
Q4H Activities/Attractions Visited - Local/folk arts/crafts	6%
Q4H Activities/Attractions Visited - Musical performance/show	5%
<u>Adventure Sports</u>	
Q4H Activities/Attractions Visited - Hang gliding/skydiving/base jumping	less than 0.5%
Q4H Activities/Attractions Visited - Hiking/Backpacking/Canyoneering	5%
Q4H Activities/Attractions Visited - Rock/mountain climbing	1%
Q4H Activities/Attractions Visited - Scuba diving/snorkeling	
Q4H Activities/Attractions Visited - Skiing/snowboarding	
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	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	1%
Q4H Activities/Attractions Visited - Motor boat/Jet Ski	1%
Q4H Activities/Attractions Visited - Motor sports - NASCAR/Indy	less than 0.5%
Q4H Activities/Attractions Visited - Sailing	1%

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	3%
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	3%
Q4H Activities/Attractions Visited - Sports events- Youth/Amateur/Collegiate/Other-participant	2%
<u>Nature / Outdoor Activities</u>	
Q4H Activities/Attractions Visited - Beach	15%
Q4H Activities/Attractions Visited - Bird watching	4%
Q4H Activities/Attractions Visited - Camping	2%
Q4H Activities/Attractions Visited - Caverns	3%
Q4H Activities/Attractions Visited - Gardens	8%
Q4H Activities/Attractions Visited - Nature travel/Ecotouring	3%
Q4H Activities/Attractions Visited - State/National Park (dropped wv109)	
Q4H Activities/Attractions Visited - Wildlife viewing	10%
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	18%
Q4H Activities/Attractions Visited - National park/Monuments/Recreation areas	19%
<u>Entertainment / Amusement</u>	
Q4H Activities/Attractions Visited - Casino/gaming	3%
Q4H Activities/Attractions Visited - Fine dining	21%
Q4H Activities/Attractions Visited - Nightclub/dancing	3%
Q4H Activities/Attractions Visited - Shopping	31%
Q4H Activities/Attractions Visited - Spa/health club	2%
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	8%
Q4H Activities/Attractions Visited - Wine tasting/winery tour	7%
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	less than 0.5%
<u>Family Activities</u>	

Q4H Activities/Attractions Visited - Family reunion	4%
Q4H Activities/Attractions Visited - High School/College reunion	3%
Q4H Activities/Attractions Visited - Visiting friends	21%
Q4H Activities/Attractions Visited - Visiting relatives	25%
Sightseeing	
Q4H Activities/Attractions Visited - Rural sightseeing	27%
Q4H Activities/Attractions Visited - Urban sightseeing	23%
Q4H Activities/Attractions Visited - Area where TV or movie was filmed	less than 0.5%

Top 25 Most Frequently Visited Cities in Virginia

Williamsburg	24%
Washington, DC	22%
Richmond	19%
Virginia Beach	14%
Alexandria	13%
Charlottesville	11%
Fairfax	10%
Arlington	10%
Fredericksburg	8%
Roanoke	8%
Newport News	7%
Falls Church	7%
Norfolk	7%
Lexington	7%
Leesburg	7%
Manassas	7%
Winchester	6%
Bristol	6%
Harrisonburg	6%
Cumberland Gap	6%
Abingdon	5%
Hampton	5%
Front Royal	5%
Chesapeake	5%
Staunton	5%

Top 25 Virginia Attractions Most Frequently Visited by Travelers

Colonial Williamsburg (Hampton Roads)	18%
Chesapeake Bay Bridge-Tunnel (Eastern Shore)	9%
Blue Ridge Parkway (Blue Ridge Highlands)	8%
Colonial Parkway (Hampton Roads)	8%

Busch Gardens (Hampton Roads)	8%
Historic Jamestowne - national park with archaeological site (Hampton Roads)	8%
Jamestown Settlement - reconstructed village with the three ships (Hampton Roads)	8%
Appalachian Trail (Heart of Appalachia)	7%
Civil War Trail (Heart of Appalachia)	7%
Prime Outlets “ Williamsburg (Hampton Roads)	7%
Arlington National Cemetery (Northern Virginia)	7%
Tyson's Corner Mall (Northern Virginia)	7%
Monticello (Central Virginia)	7%
Blue Ridge Parkway (Shenandoah Valley)	6%
Shenandoah National Park (Shenandoah Valley)	6%
Blue Ridge Parkway (Central Virginia)	6%
Skyline Drive (Shenandoah Valley)	6%
Skyline Drive (Northern Virginia)	5%
Mount Vernon (Northern Virginia)	5%
Civil War Trail (Central Virginia)	5%
Chincoteague National Wildlife Refuge (Eastern Shore)	5%
Williamsburg Pottery (Hampton Roads)	4%
Luray Caverns (Shenandoah Valley)	4%
Blue Ridge Parkway (Northern Virginia)	4%
George Washington Memorial Parkway (Northern Virginia)	4%

Satisfaction With Experience in Virginia

Not at all satisfied	less than 0.5%
Not very satisfied	1%
Somewhat satisfied	7%
Very satisfied	34%
Extremely satisfied	57%

Advance Planning Time - Considered Visiting Virginia

Less than 2 weeks before the visit	18%
Within 2 weeks - 4 weeks of visit	11%
At least 1 month, but less than 3 months before the visit	25%
At least 3 months, but less than 6 months before the visit	20%
At least 6 months, but less than 1 year before the visit	15%
More than a year before the visit	11%

Advance Planning Time - Decided to Visit Virginia

Less than 2 weeks before the visit	27%
Within 2 weeks - 4 weeks of visit	13%
At least 1 month, but less than 3 months before the visit	25%

At least 3 months, but less than 6 months before the visit	20%
At least 6 months, but less than 1 year before the visit	11%
More than a year before the visit	4%
Planning Information Sources for Virginia	
Offline Sources	
Friends/relatives	31%
Own experience	38%
Travel agent (in person or by phone)	1%
Travel club (eg. AAA)	6%
Travel book	7%
Newspaper	1%
Magazine	3%
TV	1%
Radio	1%
Destination printed material	8%
Travel provider (airline, hotel, rental car cruise, etc.) either in person or by phone	3%
Other offline planning sources	3%
Online Sources	
Corporate travel department (in person or by phone)	3%
Corporate desktop travel tool/intranet	1%
Online full service travel website (Expedia, Travelocity, etc.)	12%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1%
Travel provider website (airline, hotel, rental car, cruise, tour)	14%
Other online planning sources	3%
Destination website	20%
MySpace	less than 0.5%
Facebook	5%
LinkedIn	1%
Match.com	
Twitter.com	1%
Blogs	2%
TripAdvisor	10%
Yahoo Trip Planner	1%
VibeAgent	less than 0.5%
Other social/commercial networking sources (Specify)	1%
iPhone	
Mobile Web Browsing	7%
Other mobile sites	1%
Search engines (Google, Bing, Yahoo, etc)	25%
Pinterest	1%
Travel review sites (TripAdvisor, Yelp, etc)	6%

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	11%
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	7%
Travel club (e.g. AAA)	5%
Corporate travel department (in person or by phone)	5%
Directly with destination or attraction (tourist/visitor center, etc.) in person or by phone	10%
Some other offline booking method	1%
Online Methods	
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)	10%
Online full service travel website (Expedia, Travelocity, etc.)	14%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	3%
Some other online booking method	6%
Other	
Some other method	
Someone else booked for me and I don't know the method	6%
No bookings were made for this destination	33%
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	39%
Maryland	30%
Pennsylvania	29%
North Carolina	26%
Florida	24%
New York	20%
West Virginia	20%
Tennessee	17%
South Carolina	16%
New Jersey	16%
Travel Party Origin - Top 10 DMAs (Designated Marketing Areas) for the profiled travel segment	

Travel Party Origin - Top 10 Cities for the profiled travel segment	
Washington, DC (Hagerstown)	12%
New York	9%
Richmond-Petersburg	7%
Philadelphia	6%
Norfolk-Portsmouth-Newport News	5%
Roanoke-Lynchburg	4%
Baltimore	4%
Raleigh-Durham (Fayetteville)	4%
Boston (Manchester)	2%
Charlotte	2%
Travel Party Origin - Top 10 States for the profiled travel segment	
Virginia	28%
North Carolina	9%
Pennsylvania	9%
Maryland	7%
New York	7%
New Jersey	3%
California	3%
Ohio	3%
Texas	3%
Georgia	3%
Ethnicity of Household Head	
White	83%
Black/African-American	6%
Asian or Pacific Islander	6%
American Indian, Aleut Eskimo	1%
Other	3%
Prefer not to answer	2%
Hispanic Origin of Household Head	
Spanish/Hispanic	2%
Not Spanish/Hispanic	96%
Prefer not to answer	2%
Household Size	
1	15%
2	43%
3	19%
4	14%
5	7%
6	2%

7+	less than 0.5%
Age of Respondent	
18-24	6%
25-34	17%
35-44	21%
45-54	18%
55-64	21%
65+	17%
Mean:	48.1
Marital Status	
Now married	65%
Never married	19%
Divorced, Widowed, Separated	16%
Respondent Education	
Some high school	less than 0.5%
Graduated High school	11%
Some college - no degree	20%
Graduated college-Associate's degree (2 year)	8%
Graduated college-Bachelor's degree (4 year)	32%
Post Graduate degree-MS,MA,MBA,DVM,PhD,DDS,etc.	29%
Prefer not to answer	less than 0.5%
Annual Household Income	
Under \$10,000	3%
\$10,000-\$14,999	2%
\$15,000-\$19,999	1%
\$20,000-\$24,999	3%
\$25,000-\$29,999	3%
\$30,000-\$34,999	6%
\$35,000-\$39,999	4%
\$40,000-\$49,999	9%
\$50,000-\$59,999	6%
\$60,000-\$74,999	10%
\$75,000-\$99,999	17%
\$100,000-\$124,999	14%
\$125,000-\$149,999	11%
\$150,000-\$199,999	6%
\$200,000 +	5%
Top 15 States Visited on Same Trip	
Virginia	58%

Washington D.C	9%
Pennsylvania	5%
Maryland	5%
West Virginia	4%
North Carolina	2%
Tennessee	2%
New York	2%
South Carolina	1%
Delaware	1%
Indiana	1%
Texas	1%
Florida	1%
Ohio	1%
Kentucky	1%

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

Virginia	9%
Florida	7%
New York	6%
Washington D.C	6%
North Carolina	5%
Pennsylvania	4%
Maryland	4%
South Carolina	4%
California	4%
Tennessee	3%