

VIRGINIA IS FOR LOVERS[®]

Business Travel Profile to Virginia

Source: 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** for **business purposes**.

	All
Sample Size (N)	480
Weighted Percent of Total	100% (n=478.70)
Primary purpose of Trip	
Business - Convention/tradeshaw	3%
Business - Conference/seminar	7%
* Employee Training/Seminar	13%
* Client or Customer Meeting/Service	14%
* Internal Business Meeting	6%
* Sales/Marketing	4%
* Incentive/Reward	less than 0.5%
* Internal Operations/Equipment Repair or Service	4%
* All Other General Business	17%
Other	31%
All purposes of trip	
Q1A Visit friends/relatives - All purposes for trip	32%
Q1A Outdoor recreation - All purposes for trip	16%
Q1A Entertainment/Sightseeing - All purposes for trip	26%
Q1A Other pleasure/personal - All purposes for trip	22%
Q1A Personal business - All purposes for trip	17%
* Q1A Business - Employee Training/Seminar - All purposes for trip	22%
* Q1A Business - Client or Customer Meeting/Service - All purposes for trip	22%
* Q1A Business - Internal Business Meeting - All purposes for trip	18%
* Q1A Business - Sales/Marketing - All purposes for trip	15%
* Q1A Business - Incentive/Reward - All purposes for trip	9%
* Q1A Business - Internal Operations/Equipment Repair or Service - All purposes for trip	14%
* Q1A Business - Any Other General Business - All purposes for trip	27%
Q1A Business - Convention/Tradeshaw - All purposes for trip	11%
Q1A Business - Conference/Seminar - All purposes for trip	17%

Q1A Other - All purposes for trip	36%
Month of Travel	
July 2014	5%
August 2014	8%
September 2014	10%
October 2014	11%
November 2014	10%
December 2014	5%
January 2015	8%
February 2015	8%
March 2015	10%
April 2015	11%
May 2015	6%
June 2015	8%
Total Travel Party Size	
1	43%
2	33%
3	12%
4	6%
5	2%
6+	5%
Mean:	2.2
Median:	2
Travel Party Members Under 18 Years Old	
Travel parties that include children under 18	13%
Modes of Travel Used on Entire Trip (all states visited)	
Q2A Own Auto/truck - All modes of transportation for trip	70%
Q2A Rental car- All modes of transportation for trip	22%
Q2A Camper/RV- All modes of transportation for trip	6%
Q2A Ship/Boat- All modes of transportation for trip	5%
Q2A Airplane- All modes of transportation for trip	27%
Q2A Bus - All modes of transportation for trip	7%
Q2A Train - All modes of transportation for trip	11%
Q2A Motorcoach/Group Tour - All modes of transportation for trip	4%
Q2A Other - All modes of transportation for trip	10%
Q2A Motorcycle - All modes of transportation for trip	4%
Primary Mode of Travel Used on Entire Trip	
Own Auto/truck	59%

Rental car	9%
Camper/RV	1%
Ship/Boat	2%
Airplane	17%
Bus	2%
Train	2%
Motorcoach/Group Tour	1%
Other	6%

Total Nights Spent on Entire Trip

0	20%
1	9%
2	12%
3	16%
4	13%
5	7%
6	3%
7	4%
8 through 13	5%
14+	11%
Mean:	4.9
Median:	3

Total Number of Nights at Lodging Used Anywhere in Virginia

1	24%
2	20%
3	17%
4	14%
5+	25%
Mean:	4.9
Median:	3

Types of Lodging Used Anywhere in Virginia

Q4F Number of nights spent in Hotel/Motel	56%
Q4F Number of nights spent in B&B	2%
Q4F Number of nights spent in Private Home	25%
Q4F Number of nights spent in Rental Condo	2%
Q4F Number of nights spent in Time Share	3%
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	3%
Q4F Number of nights spent in Rental Home	2%

Top 15 Brands of Hotel Stayed in Longest in Virginia

Marriott Hotels/Resorts/Suites	10%
Other	8%
Hampton Inns/Suites	8%
Comfort Inns/Suites	6%
Hilton Garden Inn	5%
Best Western	5%
Courtyard by Marriott	4%
Hilton Hotels & Resorts	4%
Holiday Inn	4%
Embassy Suites	4%
Holiday Inn Express	4%
Hyatt Hotels	3%
Doubletree Hotels/Suites	3%
Days Inn	3%
Clarion Inns/Hotels & Resorts	2%
Travel Party Spending	
\$0	7%
\$1 to less than \$100	26%
\$100 to less than \$250	19%
\$250 to less than \$500	14%
\$500 to less than \$750	8%
\$750 to less than \$1,000	7%
\$1000+	19%
Mean:	686.2
Median:	219
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)	18%
Q4G Total \$s spent on Groceries	6%
Q4G Total \$s spent on Entertainment (excluding gaming)/Admissions	5%
Q4G Total \$s spent on (Casino) Gaming	2%
Q4G Total \$s spent on Shopping/Gifts/Souvenirs	6%
Q4G Total \$s spent on Amenities (golf fees, spa, health club, ski passes, etc.)	2%
Q4G Total \$s spent on Other	2%
Q4G Total \$s spent on Transportation to State	17%
Q4G Total \$s spent on Transportation within state	8%
Q4G Total \$s spent on Gasoline within state	17%
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	9%
Q4H Activities/Attractions Visited - Historic sites/Churches	14%
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	1%
Q4H Activities/Attractions Visited - Native American ruins/Rock art	2%
Q4H Activities/Attractions Visited - Local/folk arts/crafts	1%
Q4H Activities/Attractions Visited - Musical performance/show	2%

Adventure Sports

Q4H Activities/Attractions Visited - Hang gliding/skydiving/base jumping	1%
Q4H Activities/Attractions Visited - Hiking/Backpacking/Canyoneering	3%
Q4H Activities/Attractions Visited - Rock/mountain climbing	1%
Q4H Activities/Attractions Visited - Scuba diving/snorkeling	2%
Q4H Activities/Attractions Visited - Skiing/snowboarding	1%
Q4H Activities/Attractions Visited - Water skiing	1%
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	3%
Q4H Activities/Attractions Visited - Hunting	2%
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	1%
Q4H Activities/Attractions Visited - Sailing	1%
Q4H Activities/Attractions Visited - Snowmobiling	1%
Q4H Activities/Attractions Visited - Snow sports other than skiing or snowmobiling	1%
Q4H Activities/Attractions Visited - Tennis	2%
Q4H Activities/Attractions Visited - Youth/amateur/collegiate sporting events (dropped wv109)	
Q4H Activities/Attractions Visited - ATV/Four-wheeling	1%
Q4H Activities/Attractions Visited - Horseracing	

Q4H Activities/Attractions Visited - Sports events- Youth/Amateur/Collegiate/Other-spectator	2%
Q4H Activities/Attractions Visited - Sports events- Youth/Amateur/Collegiate/Other-participant	2%
<u>Nature / Outdoor Activities</u>	
Q4H Activities/Attractions Visited - Beach	9%
Q4H Activities/Attractions Visited - Bird watching	2%
Q4H Activities/Attractions Visited - Camping	2%
Q4H Activities/Attractions Visited - Caverns	3%
Q4H Activities/Attractions Visited - Gardens	5%
Q4H Activities/Attractions Visited - Nature travel/Ecotouring	2%
Q4H Activities/Attractions Visited - State/National Park (dropped wv109)	
Q4H Activities/Attractions Visited - Wildlife viewing	5%
Q4H Activities/Attractions Visited - Farms/ranches/Agri-tours	2%
Q4H Activities/Attractions Visited - Other nature	2%
Q4H Activities/Attractions Visited - State park/Monuments/Recreation areas	11%
Q4H Activities/Attractions Visited - National park/Monuments/Recreation areas	10%
<u>Entertainment / Amusement</u>	
Q4H Activities/Attractions Visited - Casino/gaming	3%
Q4H Activities/Attractions Visited - Fine dining	13%
Q4H Activities/Attractions Visited - Nightclub/dancing	4%
Q4H Activities/Attractions Visited - Shopping	12%
Q4H Activities/Attractions Visited - Spa/health club	3%
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	2%
Q4H Activities/Attractions Visited - Wine tasting/winery tour	2%
Q4H Activities/Attractions Visited - Zoos/Aquariums/Aviaries	4%
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	4%
Q4H Activities/Attractions Visited - High School/College reunion	3%
Q4H Activities/Attractions Visited - Visiting friends	11%
Q4H Activities/Attractions Visited - Visiting relatives	12%
<u>Sightseeing</u>	
Q4H Activities/Attractions Visited - Rural sightseeing	12%
Q4H Activities/Attractions Visited - Urban sightseeing	10%

Q4H Activities/Attractions Visited - Area where TV or movie was filmed	1%
Satisfaction With Experience in Virginia	
Not at all satisfied	less than 0.5%
Not very satisfied	2%
Somewhat satisfied	16%
Very satisfied	44%
Extremely satisfied	38%
Advance Planning Time - Considered Visiting Virginia	
Less than 2 weeks before the visit	33%
Within 2 weeks - 4 weeks of visit	17%
At least 1 month, but less than 3 months before the visit	16%
At least 3 months, but less than 6 months before the visit	12%
At least 6 months, but less than 1 year before the visit	14%
More than a year before the visit	9%
Advance Planning Time - Decided to Visit Virginia	
Less than 2 weeks before the visit	41%
Within 2 weeks - 4 weeks of visit	14%
At least 1 month, but less than 3 months before the visit	17%
At least 3 months, but less than 6 months before the visit	12%
At least 6 months, but less than 1 year before the visit	11%
More than a year before the visit	5%
Planning Information Sources for Virginia	
Offline Sources	
Friends/relatives	15%
Own experience	25%
Travel agent (in person or by phone)	4%
Travel club (eg. AAA)	6%
Travel book	3%
Newspaper	3%
Magazine	4%
TV	2%
Radio	4%
Destination printed material	4%
Travel provider (airline, hotel, rental car cruise, etc.) either in person or by phone	6%
Other offline planning sources	2%
Online Sources	
Corporate travel department (in person or by phone)	8%

Corporate desktop travel tool/intranet	5%
Online full service travel website (Expedia, Travelocity, etc.)	6%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	3%
Travel provider website (airline, hotel, rental car, cruise, tour)	11%
Other online planning sources	3%
Destination website	6%
MySpace	2%
Facebook	5%
LinkedIn	3%
Match.com	
Twitter.com	3%
Blogs	3%
TripAdvisor	6%
Yahoo Trip Planner	3%
VibeAgent	2%
Other social/commercial networking sources (Specify)	1%
iPhone	
Mobile Web Browsing	7%
Other mobile sites	1%
Search engines (Google, Bing, Yahoo, etc)	12%
Pinterest	2%
Travel review sites (TripAdvisor, Yelp, etc)	4%
Online forums	2%
<u>Other</u>	
Someone else planned for me and I don't know the method	11%
No plans were made for this destination	27%
Booking Methods Used for Virginia	
<u>Offline Methods</u>	
Travel agent (in person or by phone)	4%
Directly with travel provider (airline, hotel, rental car, cruise, etc.) either in person/phone	9%
Travel club (e.g. AAA)	3%
Corporate travel department (in person or by phone)	9%
Directly with destination or attraction (tourist/visitor center, etc.) in person or by phone	8%
Some other offline booking method	1%
<u>Online Methods</u>	
Corporate desktop travel tool/internet	8%
Travel provider website (airline, hotel, rental car, cruise, tour)	11%
Destination website (official site of state, city or attraction)	3%
Online full service travel website (Expedia, Travelocity, etc.)	7%

Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	3%
Some other online booking method	1%
Other	
Some other method	
Someone else booked for me and I don't know the method	11%
No bookings were made for this destination	41%
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	33%
Maryland	31%
Pennsylvania	26%
Florida	25%
North Carolina	23%
New York	22%
Georgia	19%
South Carolina	18%
Tennessee	17%
Massachusetts	16%

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

Washington, DC (Hagerstown)	11%
Richmond-Petersburg	10%
New York	7%
Roanoke-Lynchburg	6%
Norfolk-Portsmouth-Newport News	4%
Philadelphia	4%
Baltimore	3%
Boston (Manchester)	3%
Greenville-Spartanburg-Asheville-Anderson	3%
Miami-Ft. Lauderdale	3%

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

Virginia	32%
Florida	7%
North Carolina	7%
Maryland	6%
Pennsylvania	5%
New York	4%
Tennessee	4%

South Carolina	4%
New Jersey	4%
Texas	3%
Ethnicity of Household Head	
White	79%
Black/African-American	9%
Asian or Pacific Islander	4%
American Indian, Aleut Eskimo	1%
Other	4%
Prefer not to answer	4%
Hispanic Origin of Household Head	
Spanish/Hispanic	4%
Not Spanish/Hispanic	93%
Prefer not to answer	2%
Household Size	
1	20%
2	41%
3	20%
4	9%
5	7%
6	2%
7+	less than 0.5%
Age of Respondent	
18-24	4%
25-34	26%
35-44	20%
45-54	21%
55-64	16%
65+	13%
Mean:	46.1
Marital Status	
Now married	63%
Never married	21%
Divorced, Widowed, Separated	16%
Respondent Education	
Grade School	less than 0.5%
Some high school	1%
Graduated High school	11%

Some college - no degree	21%
Graduated college-Associate's degree (2 year)	8%
Graduated college-Bachelor's degree (4 year)	25%
Post Graduate degree-MS,MA,MBA,DVM,PhD,DDS,etc.	34%

Annual Household Income

Under \$10,000	2%
\$10,000-\$14,999	2%
\$15,000-\$19,999	2%
\$20,000-\$24,999	3%
\$25,000-\$29,999	3%
\$30,000-\$34,999	5%
\$35,000-\$39,999	4%
\$40,000-\$49,999	10%
\$50,000-\$59,999	5%
\$60,000-\$74,999	9%
\$75,000-\$99,999	16%
\$100,000-\$124,999	15%
\$125,000-\$149,999	11%
\$150,000-\$199,999	6%
\$200,000 +	6%

Top 15 States Visited on Same Trip

Virginia	34%
Washington D.C	7%
Maryland	7%
North Carolina	5%
Pennsylvania	4%
New York	4%
West Virginia	3%
South Carolina	3%
Georgia	3%
New Jersey	3%
Tennessee	2%
Florida	2%
Connecticut	2%
Delaware	2%
Massachusetts	2%

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

Florida	7%
Virginia	6%
Washington D.C	6%
New York	5%

None	5%
California	4%
North Carolina	4%
Pennsylvania	4%
South Carolina	3%
New Jersey	3%