

VIRGINIA IS FOR LOVERS®

Central 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 **Central Virginia Region** during **FY 2015** - the localities are listed below.

	All
Sample Size (N)	425
Weighted Percent of Total	100% (n=410.44)
Primary purpose of Trip	
Visit friends/relatives	52%
Outdoor recreation	6%
Entertainment/Sightseeing	9%
Other pleasure/personal	8%
Personal business	6%
Business - Convention/tradeshow	1%
Business - Conference/seminar	1%
* Employee Training/Seminar	2%
* Client or Customer Meeting/Service	3%
* Internal Business Meeting	1%
* Sales/Marketing	1%
* Internal Operations/Equipment Repair or Service	1%
* All Other General Business	4%
Other	6%
All purposes of trip	
Q1A Visit friends/relatives - All purposes for trip	64%
Q1A Outdoor recreation - All purposes for trip	23%
Q1A Entertainment/Sightseeing - All purposes for trip	32%
Q1A Other pleasure/personal - All purposes for trip	29%
Q1A Personal business - All purposes for trip	12%
* Q1A Business - Employee Training/Seminar - All purposes for trip	5%
* Q1A Business - Client or Customer Meeting/Service - All purposes for trip	7%
* Q1A Business - Internal Business Meeting - All purposes for trip	5%
* Q1A Business - Sales/Marketing - All purposes for trip	5%

* Q1A Business - Incentive/Reward - All purposes for trip	4%
* 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	4%
Q1A Business - Conference/Seminar - All purposes for trip	4%
Q1A Other - All purposes for trip	13%
Month of Travel	
July 2014	7%
August 2014	6%
September 2014	11%
October 2014	7%
November 2014	10%
December 2014	7%
January 2015	8%
February 2015	6%
March 2015	9%
April 2015	8%
May 2015	9%
June 2015	11%
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?	64%
Total Travel Party Size	
1	26%
2	39%
3	14%
4	12%
5	5%
6+	4%
Mean:	2.5
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	8%
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	8%
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	14%
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	12%
Travel Party Members Under 18 Years Old	
Travel parties that include children under 18	25%
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	12%
Q2A Camper/RV- All modes of transportation for trip	1%
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	4%
Q2A Motorcoach/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	78%
Rental car	7%
Camper/RV	less than 0.5%
Airplane	10%
Bus	1%
Train	1%
Motorcycle	2%

Other	1%
Total Nights Spent on Entire Trip	
0	22%
1	15%
2	16%
3	13%
4	8%
5	9%
6	5%
7	3%
8 through 13	5%
14+	5%
Mean:	3.6
Median:	2
Total Number of Nights at Lodging Used Anywhere in Virginia	
1	26%
2	24%
3	14%
4	10%
5+	26%
Mean:	3.9
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	44%
Q4F Number of nights spent in Rental Condo	less than 0.5%
Q4F Number of nights spent in Time Share	4%
Q4F Number of nights spent in RV/Tent	2%
Q4F Number of nights spent in Other	2%
Q4F Number of nights spent in Personal Second Home/Condo	3%
Q4F Number of nights spent in Rental Home	1%
Top 15 Brands of Hotel Stayed in Longest in Virginia	
Holiday Inn	9%
Marriott Hotels/Resorts/Suites	7%
Holiday Inn Express	7%
Comfort Inns/Suites	6%
Hampton Inns/Suites	6%
Other	6%
Best Western	6%

Days Inn	4%
W Hotels	4%
Hilton Hotels & Resorts	3%
Country Inns/Suites by Carlson	3%
Sleep Inn & Suites	3%
Doubletree Hotels/Suites	3%
Red Roof Hotels/Resorts	3%
Quality Inn & Suites	3%
Travel Party Spending	
\$0	3%
\$1 to less than \$100	29%
\$100 to less than \$250	18%
\$250 to less than \$500	19%
\$500 to less than \$750	11%
\$750 to less than \$1,000	6%
\$1000+	14%
Mean:	520
Median:	254
Traveler Spending in Virginia (Percentage of Total Spending By Category)**	
Q4G Total \$s spent on Lodging	8%
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	8%
Q4G Total \$s spent on Amenities (golf fees, spa, health club, ski passes, etc.)	1%
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	20%
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	5%
Q4H Activities/Attractions Visited - Historic sites/Churches	18%
Q4H Activities/Attractions Visited - Museums	11%

Q4H Activities/Attractions Visited - Musical theater	3%
Q4H Activities/Attractions Visited - Old homes/mansions	5%
Q4H Activities/Attractions Visited - Symphony/opera/concert	less than 0.5%
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	3%
Q4H Activities/Attractions Visited - Musical performance/show	3%
<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	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	1%
Q4H Activities/Attractions Visited - Fishing	3%
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	3%
Q4H Activities/Attractions Visited - Motor boat/Jet Ski	less than 0.5%
Q4H Activities/Attractions Visited - Motor sports - NASCAR/Indy	1%
Q4H Activities/Attractions Visited - Sailing	
Q4H Activities/Attractions Visited - Snowmobiling	
Q4H Activities/Attractions Visited - Snow sports other than skiing or snowmobiling	1%
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	1%
<u>Nature / Outdoor Activities</u>	

Q4H Activities/Attractions Visited - Beach	8%
Q4H Activities/Attractions Visited - Bird watching	2%
Q4H Activities/Attractions Visited - Camping	1%
Q4H Activities/Attractions Visited - Caverns	2%
Q4H Activities/Attractions Visited - Gardens	6%
Q4H Activities/Attractions Visited - Nature travel/Ecotouring	3%
Q4H Activities/Attractions Visited - State/National Park (dropped wv109)	
Q4H Activities/Attractions Visited - Wildlife viewing	6%
Q4H Activities/Attractions Visited - Farms/ranches/Agri-tours	1%
Q4H Activities/Attractions Visited - Other nature	4%
Q4H Activities/Attractions Visited - State park/Monuments/Recreation areas	12%
Q4H Activities/Attractions Visited - National park/Monuments/Recreation areas	10%
<u>Entertainment / Amusement</u>	
Q4H Activities/Attractions Visited - Casino/gaming	2%
Q4H Activities/Attractions Visited - Fine dining	16%
Q4H Activities/Attractions Visited - Nightclub/dancing	3%
Q4H Activities/Attractions Visited - Shopping	24%
Q4H Activities/Attractions Visited - Spa/health club	1%
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	5%
Q4H Activities/Attractions Visited - Wine tasting/winery tour	7%
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	5%
Q4H Activities/Attractions Visited - High School/College reunion	1%
Q4H Activities/Attractions Visited - Visiting friends	20%
Q4H Activities/Attractions Visited - Visiting relatives	36%
<u>Sightseeing</u>	
Q4H Activities/Attractions Visited - Rural sightseeing	18%
Q4H Activities/Attractions Visited - Urban sightseeing	13%
Q4H Activities/Attractions Visited - Area where TV or movie was filmed	less than 0.5%
Top 25 Most Frequently Visited Cities in Virginia	
Richmond	55%
Charlottesville	29%

Washington, DC	13%
Williamsburg	13%
Virginia Beach	12%
Lynchburg	11%
Alexandria	10%
Roanoke	9%
Harrisonburg	8%
Norfolk	8%
Fredericksburg	7%
Fairfax	7%
Waynesboro	7%
Winchester	7%
Petersburg	7%
Hampton	7%
Arlington	6%
Manassas	6%
Front Royal	6%
Staunton	6%
Chesapeake	6%
Lexington	6%
Newport News	5%
Portsmouth	5%
Cumberland Gap	5%

Top 25 Virginia Attractions Most Frequently Visited by Travelers

Blue Ridge Parkway (Blue Ridge Highlands)	13%
Blue Ridge Parkway (Central Virginia)	10%
Blue Ridge Parkway (Shenandoah Valley)	10%
Appalachian Trail (Heart of Appalachia)	9%
Monticello (Central Virginia)	8%
Colonial Williamsburg (Hampton Roads)	7%
Blue Ridge Parkway (Northern Virginia)	7%
Skyline Drive (Northern Virginia)	7%
Chesapeake Bay Bridge-Tunnel (Eastern Shore)	6%
Tyson's Corner Mall (Northern Virginia)	6%
Civil War Trail (Heart of Appalachia)	6%
Skyline Drive (Shenandoah Valley)	6%
Appalachian Trail (Blue Ridge Highlands)	6%
Shenandoah National Park (Shenandoah Valley)	5%
Appalachian Trail (Shenandoah Valley)	5%
Civil War Trail (Central Virginia)	4%
Busch Gardens (Hampton Roads)	4%
Arlington National Cemetery (Northern Virginia)	4%
Kings Dominion (Central Virginia)	4%

Appalachian Trail (Central Virginia)	4%
Virginia Museum of Fine Arts (Central Virginia)	4%
Manassas National Battlefield Park (Northern Virginia)	4%
Maymont (Central Virginia)	4%
George Washington Memorial Parkway (Northern Virginia)	3%
Potomac Mills Mall (Northern Virginia)	3%
Satisfaction With Experience in Virginia	
Not very satisfied	3%
Somewhat satisfied	9%
Very satisfied	39%
Extremely satisfied	49%
Advance Planning Time - Considered Visiting Virginia	
Less than 2 weeks before the visit	29%
Within 2 weeks - 4 weeks of visit	14%
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	17%
At least 6 months, but less than 1 year before the visit	10%
More than a year before the visit	7%
Advance Planning Time - Decided to Visit Virginia	
Less than 2 weeks before the visit	39%
Within 2 weeks - 4 weeks of visit	14%
At least 1 month, but less than 3 months before the visit	22%
At least 3 months, but less than 6 months before the visit	14%
At least 6 months, but less than 1 year before the visit	8%
More than a year before the visit	4%
Planning Information Sources for Virginia	
<u>Offline Sources</u>	
Friends/relatives	32%
Own experience	36%
Travel agent (in person or by phone)	2%
Travel club (eg. AAA)	4%
Travel book	3%
Newspaper	
Magazine	less than 0.5%
TV	1%
Radio	1%
Destination printed material	3%
Travel provider (airline, hotel, rental car cruise, etc.) either in person or by phone	3%

Other offline planning sources	1%
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.)	7%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	less than 0.5%
Travel provider website (airline, hotel, rental car, cruise, tour)	8%
Other online planning sources	3%
Destination website	11%
MySpace	less than 0.5%
Facebook	5%
LinkedIn	less than 0.5%
Match.com	
Twitter.com	1%
Blogs	1%
TripAdvisor	6%
Yahoo Trip Planner	1%
VibeAgent	less than 0.5%
Other social/commercial networking sources (Specify)	1%
iPhone	
Mobile Web Browsing	9%
Other mobile sites	1%
Search engines (Google, Bing, Yahoo, etc)	15%
Pinterest	1%
Travel review sites (TripAdvisor, Yelp, etc)	5%
Online forums	less than 0.5%
Other	
Someone else planned for me and I don't know the method	3%
No plans were made for this destination	25%
Booking Methods Used for Virginia	
Offline Methods	
Travel agent (in person or by phone)	2%
Directly with travel provider (airline, hotel, rental car, cruise, etc.) either in person/phone	8%
Travel club (e.g. AAA)	3%
Corporate travel department (in person or by phone)	3%
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)	10%

Destination website (official site of state, city or attraction)	6%
Online full service travel website (Expedia, Travelocity, etc.)	9%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1%
Some other online booking method	3%
Other	
Some other method	
Someone else booked for me and I don't know the method	6%
No bookings were made for this destination	53%
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	37%
North Carolina	32%
Maryland	28%
Florida	21%
New York	20%
West Virginia	19%
Pennsylvania	18%
South Carolina	17%
Georgia	12%
New Jersey	12%
Travel Party Origin - Top 10 DMAs (Designated Marketing Areas) for the profiled travel segment	
Washington, DC (Hagerstown)	15%
Richmond-Petersburg	13%
Norfolk-Portsmouth-Newport News	10%
Roanoke-Lynchburg	9%
Raleigh-Durham (Fayetteville)	5%
Baltimore	4%
New York	4%
Charlottesville	4%
Harrisonburg	4%
Philadelphia	3%
Travel Party Origin - Top 10 States for the profiled travel segment	
Virginia	49%
North Carolina	9%
Maryland	7%
Pennsylvania	5%
New York	4%

Texas	3%
Ohio	3%
Washington D.C	2%
Georgia	2%
Tennessee	2%
Ethnicity of Household Head	
White	84%
Black/African-American	7%
Asian or Pacific Islander	5%
American Indian, Aleut Eskimo	less than 0.5%
Other	2%
Prefer not to answer	2%
Hispanic Origin of Household Head	
Spanish/Hispanic	3%
Not Spanish/Hispanic	96%
Prefer not to answer	1%
Household Size	
1	20%
2	37%
3	18%
4	14%
5	8%
6	2%
7+	1%
Age of Respondent	
18-24	9%
25-34	20%
35-44	19%
45-54	21%
55-64	17%
65+	15%
Mean:	46.2
Marital Status	
Now married	59%
Never married	22%
Divorced, Widowed, Separated	19%
Respondent Education	
Some high school	less than 0.5%

Graduated High school	8%
Some college - no degree	21%
Graduated college-Associate's degree (2 year)	11%
Graduated college-Bachelor's degree (4 year)	36%
Post Graduate degree-MS,MA,MBA,DVM,PhD,DDS,etc.	24%
Annual Household Income	
Under \$10,000	2%
\$10,000-\$14,999	3%
\$15,000-\$19,999	2%
\$20,000-\$24,999	6%
\$25,000-\$29,999	4%
\$30,000-\$34,999	4%
\$35,000-\$39,999	5%
\$40,000-\$49,999	8%
\$50,000-\$59,999	7%
\$60,000-\$74,999	14%
\$75,000-\$99,999	16%
\$100,000-\$124,999	13%
\$125,000-\$149,999	5%
\$150,000-\$199,999	5%
\$200,000 +	5%
Top 15 States Visited on Same Trip	
Virginia	66%
Washington D.C	5%
Maryland	4%
North Carolina	4%
Pennsylvania	3%
West Virginia	3%
New York	2%
South Carolina	1%
Delaware	1%
Indiana	1%
Tennessee	1%
New Jersey	1%
Florida	1%
Ohio	1%
Connecticut	1%
Top 10 Other States Plan to Visit for Leisure in Next 2 Years	
Virginia	10%
Florida	8%
Washington D.C	6%

North Carolina	6%
New York	5%
South Carolina	5%
Maryland	4%
California	4%
Pennsylvania	3%
West Virginia	3%

Cities

Charlottesville
Farmville
Lynchburg
Petersburg
Richmond

Attractions

Agecroft Hall Museum and Gardens
American Civil War Center at Historic Tredegar
Appalachian Trail
Appomattox Court House National Historical Park
Aviation Museum
Bear Creek Lake State Park
Black History Museum/Cultural Center
Blue Ridge Parkway
Civil War Trail
Edgar Allan Poe Museum
Holliday Lake State Park
James River State Park
Lake Anna
Library of Virginia
Maggie L. Walker National Historic Site
Monticello
Museum of the Confederacy/ White House of the Confederacy
James Madison's Montpelier
Maymont
Metro Richmond Zoo
Petersburg National Battlefield Park
Pocahontas State Park
Kings Dominion
Richmond International Raceway
Richmond National Battlefield Park
Sailors Creek Battlefield Historic State Park
Science Museum of Virginia
Smith Mountain Lake

Twin Lakes State Park
U.S. Army Quartermaster Museum
Virginia Historical Society / Virginia House
Virginia Museum of Fine Arts
Virginia State Capitol
Wilton House Museum