

VIRGINIA IS FOR LOVERS[®]

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

	All
Sample Size (N)	406
Weighted Percent of Total	100% (n=411.73)
Primary purpose of Trip	
Visit friends/relatives	47%
Outdoor recreation	7%
Entertainment/Sightseeing	17%
Other pleasure/personal	13%
Personal business	4%
Business - Convention/tradeshow	less than 0.5%
Business - Conference/seminar	1%
* Employee Training/Seminar	1%
* Client or Customer Meeting/Service	1%
* Internal Business Meeting	1%
* Incentive/Reward	less than 0.5%
* Internal Operations/Equipment Repair or Service	less than 0.5%
* All Other General Business	3%
Other	4%
All purposes of trip	
Q1A Visit friends/relatives - All purposes for trip	60%
Q1A Outdoor recreation - All purposes for trip	27%
Q1A Entertainment/Sightseeing - All purposes for trip	39%
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	5%
* Q1A Business - Client or Customer Meeting/Service - All purposes for trip	4%
* 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	4%

* 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	9%
Month of Travel	
July 2014	7%
August 2014	10%
September 2014	13%
October 2014	9%
November 2014	7%
December 2014	9%
January 2015	3%
February 2015	5%
March 2015	9%
April 2015	6%
May 2015	10%
June 2015	13%
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?	75%
Total Travel Party Size	
1	16%
2	38%
3	17%
4	16%
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	7%

VA5_2_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 6 - 12	11%
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	16%
VA5_6_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 35 - 44	17%
VA5_7_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 45 - 54	13%
VA5_8_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 55 - 64	13%
VA5_9_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 65 and over	8%
Travel Party Members Under 18 Years Old	
Travel parties that include children under 18	33%
Modes of Travel Used on Entire Trip (all states visited)	
Q2A Own Auto/truck - All modes of transportation for trip	83%
Q2A Rental car- All modes of transportation for trip	9%
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	3%
Q2A Motorcoach/Group Tour - All modes of transportation for trip	1%
Q2A Other - All modes of transportation for trip	5%
Q2A Motorcycle - All modes of transportation for trip	1%
Primary Mode of Travel Used on Entire Trip	
Own Auto/truck	80%
Rental car	4%
Camper/RV	less than 0.5%
Airplane	10%
Bus	1%
Train	1%
Motorcoach/Group Tour	less than 0.5%
Other	4%
Total Nights Spent on Entire Trip	

Total Nights Spent on Entire Trip	
0	14%
1	14%
2	24%
3	12%
4	8%
5	9%
6	4%
7	5%
8 through 13	5%
14+	4%
Mean:	3.8
Median:	3
Total Number of Nights at Lodging Used Anywhere in Virginia	
1	19%
2	29%
3	14%
4	11%
5+	26%
Mean:	3.9
Median:	3
Types of Lodging Used Anywhere in Virginia	
Q4F Number of nights spent in Hotel/Motel	44%
Q4F Number of nights spent in B&B	1%
Q4F Number of nights spent in Private Home	41%
Q4F Number of nights spent in Rental Condo	1%
Q4F Number of nights spent in Time Share	7%
Q4F Number of nights spent in RV/Tent	1%
Q4F Number of nights spent in Other	2%
Q4F Number of nights spent in Personal Second Home/Condo	less than 0.5%
Q4F Number of nights spent in Rental Home	2%
Top 15 Brands of Hotel Stayed in Longest in Virginia	
Other	12%
Holiday Inn	7%
Hampton Inns/Suites	6%
Comfort Inns/Suites	6%
Marriott Hotels/Resorts/Suites	5%
Quality Inn & Suites	5%
Hilton Hotels & Resorts	5%
Hilton Garden Inn	4%
La Quinta Inns	4%

W Hotels	3%
Holiday Inn Express	3%
Country Inns/Suites by Carlson	2%
Doubletree Hotels/Suites	2%
Courtyard by Marriott	2%
Days Inn	2%
Travel Party Spending	
\$0	2%
\$1 to less than \$100	20%
\$100 to less than \$250	20%
\$250 to less than \$500	21%
\$500 to less than \$750	11%
\$750 to less than \$1,000	10%
\$1000+	18%
Mean:	615.1
Median:	370
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	8%
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	15%
Q4G Total \$s spent on Transportation within state	6%
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	6%
Q4H Activities/Attractions Visited - Historic sites/Churches	21%
Q4H Activities/Attractions Visited - Museums	15%
Q4H Activities/Attractions Visited - Musical theater	2%
Q4H Activities/Attractions Visited - Old homes/mansions	7%

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	3%
Q4H Activities/Attractions Visited - Musical performance/show	4%
<u>Adventure Sports</u>	
Q4H Activities/Attractions Visited - Hang gliding/skydiving/base jumping	1%
Q4H Activities/Attractions Visited - Hiking/Backpacking/Canyoneering	2%
Q4H Activities/Attractions Visited - Rock/mountain climbing	1%
Q4H Activities/Attractions Visited - Scuba diving/snorkeling	less than 0.5%
Q4H Activities/Attractions Visited - Skiing/snowboarding	
Q4H Activities/Attractions Visited - Water skiing	1%
Q4H Activities/Attractions Visited - Whitewater rafting/Kayaking/Canoeing/Paddleboarding	less than 0.5%
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	less than 0.5%
Q4H Activities/Attractions Visited - Sports event-Major/Professional	1%
Q4H Activities/Attractions Visited - Motor boat/Jet Ski	less than 0.5%
Q4H Activities/Attractions Visited - Motor sports - NASCAR/Indy	
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	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	
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	22%
Q4H Activities/Attractions Visited - Bird watching	1%

Q4H Activities/Attractions Visited - Camping	1%
Q4H Activities/Attractions Visited - Caverns	2%
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	6%
Q4H Activities/Attractions Visited - Farms/ranches/Agri-tours	2%
Q4H Activities/Attractions Visited - Other nature	3%
Q4H Activities/Attractions Visited - State park/Monuments/Recreation areas	9%
Q4H Activities/Attractions Visited - National park/Monuments/Recreation areas	7%
Entertainment / Amusement	
Q4H Activities/Attractions Visited - Casino/gaming	2%
Q4H Activities/Attractions Visited - Fine dining	14%
Q4H Activities/Attractions Visited - Nightclub/dancing	3%
Q4H Activities/Attractions Visited - Shopping	25%
Q4H Activities/Attractions Visited - Spa/health club	2%
Q4H Activities/Attractions Visited - Special events/Festivals (e.g., Mardi Gras, hot air balloon)	2%
Q4H Activities/Attractions Visited - Theme park/Amusement park/Water park	15%
Q4H Activities/Attractions Visited - Wine tasting/winery tour	4%
Q4H Activities/Attractions Visited - Zoos/Aquariums/Aviaries	5%
Q4H Activities/Attractions Visited - Rodeo/State fair	1%
Q4H Activities/Attractions Visited - Craft breweries	4%
Q4H Activities/Attractions Visited - Distilleries	less than 0.5%
Family Activities	
Q4H Activities/Attractions Visited - Family reunion	5%
Q4H Activities/Attractions Visited - High School/College reunion	2%
Q4H Activities/Attractions Visited - Visiting friends	20%
Q4H Activities/Attractions Visited - Visiting relatives	29%
Sightseeing	
Q4H Activities/Attractions Visited - Rural sightseeing	14%
Q4H Activities/Attractions Visited - Urban sightseeing	12%
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	40%
Williamsburg	37%
Norfolk	20%
Richmond	20%

Chesapeake	14%
Newport News	13%
Washington, DC	12%
Hampton	10%
Charlottesville	8%
Suffolk	8%
Portsmouth	8%
Alexandria	6%
Roanoke	5%
Gloucester	5%
Fredericksburg	5%
Fairfax	5%
Arlington	5%
Manassas	5%
Front Royal	4%
Harrisonburg	4%
Lexington	4%
Norton	4%
Falls Church	4%
Cumberland Gap	4%
Petersburg	4%

Top 25 Virginia Attractions Most Frequently Visited by Travelers

Colonial Williamsburg (Hampton Roads)	19%
Busch Gardens (Hampton Roads)	14%
Chesapeake Bay Bridge-Tunnel (Eastern Shore)	14%
Prime Outlets “ Williamsburg (Hampton Roads)	8%
Jamestown Settlement - reconstructed village with the three ships (Hampton Roads)	7%
Colonial Parkway (Hampton Roads)	6%
Historic Jamestowne - national park with archaeological site (Hampton Roads)	6%
Civil War Trail (Heart of Appalachia)	5%
Williamsburg Pottery (Hampton Roads)	5%
Skyline Drive (Northern Virginia)	5%
Norfolk Naval Station (Hampton Roads)	5%
Appalachian Trail (Heart of Appalachia)	5%
Shenandoah National Park (Shenandoah Valley)	4%
Yorktown Battlefield - national park (Hampton Roads)	4%
Blue Ridge Parkway (Blue Ridge Highlands)	4%
Kings Dominion (Central Virginia)	4%
Water Country USA (Hampton Roads)	4%
Blue Ridge Parkway (Central Virginia)	3%
Chincoteague National Wildlife Refuge (Eastern Shore)	3%

Luray Caverns (Shenandoah Valley)	3%
Monticello (Central Virginia)	3%
Tyson's Corner Mall (Northern Virginia)	3%
Civil War Trail (Blue Ridge Highlands)	3%
Blue Ridge Parkway (Northern Virginia)	3%
Civil War Trail (Central Virginia)	3%
Satisfaction With Experience in Virginia	
Not at all satisfied	less than 0.5%
Not very satisfied	2%
Somewhat satisfied	8%
Very satisfied	38%
Extremely satisfied	52%
Advance Planning Time - Considered Visiting Virginia	
Less than 2 weeks before the visit	27%
Within 2 weeks - 4 weeks of visit	12%
At least 1 month, but less than 3 months before the visit	21%
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	13%
More than a year before the visit	10%
Advance Planning Time - Decided to Visit Virginia	
Less than 2 weeks before the visit	34%
Within 2 weeks - 4 weeks of visit	16%
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	15%
At least 6 months, but less than 1 year before the visit	8%
More than a year before the visit	5%
Planning Information Sources for Virginia	
Offline Sources	
Friends/relatives	29%
Own experience	35%
Travel agent (in person or by phone)	1%
Travel club (eg. AAA)	4%
Travel book	4%
Newspaper	
Magazine	1%
TV	1%
Radio	1%
Destination printed material	5%

Travel provider (airline, hotel, rental car cruise, etc.) either in person or by phone	3%
Other offline planning sources	2%
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.)	9%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1%
Travel provider website (airline, hotel, rental car, cruise, tour)	11%
Other online planning sources	4%
Destination website	13%
MySpace	less than 0.5%
Facebook	6%
LinkedIn	less than 0.5%
Match.com	
Twitter.com	less than 0.5%
Blogs	less than 0.5%
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	8%
Other mobile sites	1%
Search engines (Google, Bing, Yahoo, etc)	15%
Pinterest	1%
Travel review sites (TripAdvisor, Yelp, etc)	4%
Online forums	less than 0.5%
Other	
Someone else planned for me and I don't know the method	4%
No plans were made for this destination	21%
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)	4%
Corporate travel department (in person or by phone)	4%
Directly with destination or attraction (tourist/visitor center, etc.) in person or by phone	7%
Some other offline booking method	1%
Online Methods	

Corporate desktop travel tool/internet	2%
Travel provider website (airline, hotel, rental car, cruise, tour)	12%
Destination website (official site of state, city or attraction)	8%
Online full service travel website (Expedia, Travelocity, etc.)	10%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	2%
Some other online booking method	4%
Other	
Some other method	
Someone else booked for me and I don't know the method	7%
No bookings were made for this destination	43%
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	28%
North Carolina	26%
Florida	21%
Maryland	21%
Pennsylvania	17%
New York	15%
South Carolina	13%
West Virginia	13%
Georgia	12%
Delaware	10%
Travel Party Origin - Top 10 DMAs (Designated Marketing Areas) for the profiled travel segment	
Norfolk-Portsmouth-Newport News	18%
Washington, DC (Hagerstown)	14%
Richmond-Petersburg	10%
Raleigh-Durham (Fayetteville)	7%
Roanoke-Lynchburg	4%
Philadelphia	4%
New York	4%
Baltimore	3%
Los Angeles	2%
Atlanta	2%
Travel Party Origin - Top 10 States for the profiled travel segment	
Virginia	44%
North Carolina	12%
Maryland	8%

Pennsylvania	6%
California	4%
New York	3%
Ohio	3%
Georgia	3%
Texas	3%
New Jersey	2%

Ethnicity of Household Head

White	80%
Black/African-American	10%
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	96%
Prefer not to answer	1%

Household Size

1	17%
2	32%
3	20%
4	19%
5	9%
6	2%
7+	2%

Age of Respondent

18-24	7%
25-34	25%
35-44	23%
45-54	15%
55-64	18%
65+	11%
Mean:	44.5

Marital Status

Now married	58%
Never married	21%
Divorced, Widowed, Separated	21%

Respondent Education

Respondent Education

Grade School	less than 0.5%
Some high school	1%
Graduated High school	8%
Some college - no degree	27%
Graduated college-Associate's degree (2 year)	13%
Graduated college-Bachelor's degree (4 year)	28%
Post Graduate degree-MS,MA,MBA,DVM,PhD,DDS,etc.	22%
Prefer not to answer	less than 0.5%

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	5%
\$30,000-\$34,999	4%
\$35,000-\$39,999	5%
\$40,000-\$49,999	11%
\$50,000-\$59,999	9%
\$60,000-\$74,999	12%
\$75,000-\$99,999	13%
\$100,000-\$124,999	16%
\$125,000-\$149,999	7%
\$150,000-\$199,999	7%
\$200,000 +	2%

Top 15 States Visited on Same Trip

Virginia	71%
North Carolina	4%
Pennsylvania	3%
Washington D.C	3%
Maryland	3%
New York	2%
West Virginia	2%
South Carolina	1%
Ohio	1%
Tennessee	1%
Indiana	1%
Florida	1%
Delaware	1%
California	1%
Illinois	1%

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

Top 10 Other States that we visit for business in 2017	
Virginia	12%
Florida	9%
North Carolina	7%
Washington D.C	5%
New York	5%
Pennsylvania	4%
South Carolina	4%
Maryland	4%
California	3%
Tennessee	3%

Cities

- Chesapeake
- Hampton
- Newport News
- Norfolk
- Portsmouth
- Suffolk
- Virginia Beach
- Williamsburg

Attractions

- Berkeley Plantation
- Busch Gardens
- Children’s Museum of Virginia
- Chippokes Plantation State Park
- Chrysler Museum of Art
- Civil War Trail
- Colonial Parkway
- Colonial Williamsburg
- False Cape State Park
- First Landing State Park
- Great Wolf Lodge
- Hampton Roads Naval Museum
- Hermitage Foundation Museum
- Historic Jamestowne (national park with archaeological site)
- Jamestown Settlement (reconstructed village with the three ships)
- MacArthur Center Mall
- MacArthur Memorial
- Mariners’ Museum
- Nauticus, National Maritime Center
- Norfolk Naval Station
- Portsmouth Naval Shipyard Museum

Prime Outlets – Williamsburg
Sandy Bottom Nature Park
Virginia Air & Space Center
Virginia Aquarium & Marine Science Center
Virginia Living Museum
Virginia Zoo
Water Country USA
Williamsburg Pottery
York River State Park
Yorktown Battlefield (national park)
Yorktown Victory Center (state operated museum)