

# VIRGINIA IS FOR LOVERS<sup>®</sup>

## Entertainment & Amusement Travel Profile to Virginia

Source: VA Module of TNS TravelsAmerica, FY2015

Household trips 50+ miles, one-way, away from home including days trips or with one or more nights away from home to **Virginia** during **FY 2015** including **Entertainment & Amusement Activities/Attractions of casino/gaming, fine dining, nightclub/dancing, shopping, spa/health club, special events/festivals, theme parks, wine tasting/winery tours, craft breweries or zoos.**

	<b>All</b>
<b>Sample Size (N)</b>	448
<b>Weighted Percent of Total</b>	100% (n=432.46)
<b>Primary purpose of Trip</b>	
Visit friends/relatives	44%
Outdoor recreation	6%
Entertainment/Sightseeing	18%
Other pleasure/personal	15%
Personal business	4%
Business - Convention/tradeshow	less than 0.5%
Business - Conference/seminar	1%
* Employee Training/Seminar	1%
* Client or Customer Meeting/Service	2%
* Internal Business Meeting	1%
* Sales/Marketing	less than 0.5%
* All Other General Business	2%
Other	5%
<b>All purposes of trip</b>	
Q1A Visit friends/relatives - All purposes for trip	58%
Q1A Outdoor recreation - All purposes for trip	30%
Q1A Entertainment/Sightseeing - All purposes for trip	44%
Q1A Other pleasure/personal - All purposes for trip	38%
Q1A Personal business - All purposes for trip	9%
* Q1A Business - Employee Training/Seminar - All purposes for trip	4%
* Q1A Business - Client or Customer Meeting/Service - All purposes for trip	6%
* Q1A Business - Internal Business Meeting - All purposes for trip	6%
* 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	3%
* 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	10%
<b>Month of Travel</b>	
July 2014	6%
August 2014	9%
September 2014	9%
October 2014	9%
November 2014	8%
December 2014	8%
January 2015	4%
February 2015	5%
March 2015	8%
April 2015	8%
May 2015	13%
June 2015	14%
<b>Holiday Travel</b>	
VA1_1. Did your ... trip to Virginia include a holiday or a holiday weekend?	26%
<b>Weekend Getaway</b>	
VA2_1. Did this trip include a Friday night and/or a Saturday night in Virginia?	74%
<b>Total Travel Party Size</b>	
1	19%
2	44%
3	14%
4	12%
5	5%
6+	5%
Mean:	2.7
Median:	2
<b>Age of Travel Party Members</b>	
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	9%

VA5_3_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 13 - 17	5%
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	15%
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	14%
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	11%
<b>Travel Party Members Under 18 Years Old</b>	
Travel parties that include children under 18	24%
<b>Modes of Travel Used on Entire Trip (all states visited)</b>	
Q2A Own Auto/truck - All modes of transportation for trip	85%
Q2A Rental car- All modes of transportation for trip	6%
Q2A Camper/RV- All modes of transportation for trip	2%
Q2A Ship/Boat- All modes of transportation for trip	1%
Q2A Airplane- All modes of transportation for trip	13%
Q2A Bus - All modes of transportation for trip	2%
Q2A Train - All modes of transportation for trip	5%
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	1%
<b>Primary Mode of Travel Used on Entire Trip</b>	
Own Auto/truck	82%
Rental car	3%
Camper/RV	less than 0.5%
Airplane	10%
Bus	1%
Train	2%
Motor coach/Group Tour	less than 0.5%
Motorcycle	less than 0.5%
Other	2%
<b>Total Nights Spent on Entire Trip</b>	
0	14%
1	12%

2	19%
3	17%
4	10%
5	8%
6	5%
7	5%
8 through 13	6%
14+	4%
Mean:	3.9
Median:	3

**Total Number of Nights at Lodging Used Anywhere in Virginia**

1	18%
2	25%
3	19%
4	11%
5+	28%
Mean:	4.1
Median:	3

**Types of Lodging Used Anywhere in Virginia**

Q4F Number of nights spent in Hotel/Motel	40%
Q4F Number of nights spent in B&B	2%
Q4F Number of nights spent in Private Home	39%
Q4F Number of nights spent in Rental Condo	1%
Q4F Number of nights spent in Time Share	8%
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	3%

**Top 15 Brands of Hotel Stayed in Longest in Virginia**

Other	10%
Hampton Inns/Suites	9%
Quality Inn & Suites	7%
Comfort Inns/Suites	7%
Hilton Hotels & Resorts	6%
Marriott Hotels/Resorts/Suites	6%
Holiday Inn	5%
Holiday Inn Express	5%
Days Inn	4%
Hyatt Hotels	3%
W Hotels	3%
Doubletree Hotels/Suites	3%

Sheraton Inns/Hotels/Resorts/Suites	3%
Red Roof Hotels/Resorts	2%
Courtyard by Marriott	2%
<b>Travel Party Spending</b>	
\$0	1%
\$1 to less than \$100	14%
\$100 to less than \$250	20%
\$250 to less than \$500	22%
\$500 to less than \$750	13%
\$750 to less than \$1,000	10%
\$1000+	19%
Mean:	637.9
Median:	385

### **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)	18%
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	12%
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	15%
Q4G Total \$s spent on Transportation within state	6%
Q4G Total \$s spent on Gasoline within state	15%
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	7%
Q4H Activities/Attractions Visited - Historic sites/Churches	20%
Q4H Activities/Attractions Visited - Museums	14%
Q4H Activities/Attractions Visited - Musical theater	2%
Q4H Activities/Attractions Visited - Old homes/mansions	8%
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	5%
Q4H Activities/Attractions Visited - Musical performance/show	4%

<b><u>Adventure Sports</u></b>	
Q4H Activities/Attractions Visited - Hang gliding/skydiving/base jumping	less than 0.5%
Q4H Activities/Attractions Visited - Hiking/Backpacking/Canyoneering	4%
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	less than 0.5%
Q4H Activities/Attractions Visited - Water skiing	1%
Q4H Activities/Attractions Visited - Whitewater rafting/Kayaking/Canoeing/Paddle boarding	1%
Q4H Activities/Attractions Visited - Mountain biking	1%
<b><u>Sports &amp; Recreation</u></b>	
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	1%
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	
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	
Q4H Activities/Attractions Visited - Sports events- Youth/Amateur/Collegiate/Other-spectator	2%
Q4H Activities/Attractions Visited - Sports events- Youth/Amateur/Collegiate/Other-participant	1%
<b><u>Nature / Outdoor Activities</u></b>	
Q4H Activities/Attractions Visited - Beach	14%
Q4H Activities/Attractions Visited - Bird watching	3%
Q4H Activities/Attractions Visited - Camping	2%
Q4H Activities/Attractions Visited - Caverns	2%
Q4H Activities/Attractions Visited - Gardens	7%
Q4H Activities/Attractions Visited - Nature travel/Ecotouring	3%
Q4H Activities/Attractions Visited - State/National Park (dropped wv109)	
Q4H Activities/Attractions Visited - Wildlife viewing	9%
Q4H Activities/Attractions Visited - Farms/ranches/Agri-tours	1%
Q4H Activities/Attractions Visited - Other nature	6%

Q4H Activities/Attractions Visited - State park/Monuments/Recreation areas	13%
Q4H Activities/Attractions Visited - National park/Monuments/Recreation areas	13%
<b>Entertainment / Amusement</b>	
Q4H Activities/Attractions Visited - Casino/gaming	3%
Q4H Activities/Attractions Visited - Fine dining	32%
Q4H Activities/Attractions Visited - Nightclub/dancing	5%
Q4H Activities/Attractions Visited - Shopping	56%
Q4H Activities/Attractions Visited - Spa/health club	3%
Q4H Activities/Attractions Visited - Special events/Festivals (e.g., Mardi Gras, hot air balloon)	6%
Q4H Activities/Attractions Visited - Theme park/Amusement park/Water park	15%
Q4H Activities/Attractions Visited - Wine tasting/winery tour	12%
Q4H Activities/Attractions Visited - Zoos/Aquariums/Aviaries	6%
Q4H Activities/Attractions Visited - Rodeo/State fair	less than 0.5%
Q4H Activities/Attractions Visited - Craft breweries	8%
Q4H Activities/Attractions Visited - Distilleries	1%
<b>Family Activities</b>	
Q4H Activities/Attractions Visited - Family reunion	4%
Q4H Activities/Attractions Visited - High School/College reunion	2%
Q4H Activities/Attractions Visited - Visiting friends	19%
Q4H Activities/Attractions Visited - Visiting relatives	31%
<b>Sightseeing</b>	
Q4H Activities/Attractions Visited - Rural sightseeing	23%
Q4H Activities/Attractions Visited - Urban sightseeing	15%
Q4H Activities/Attractions Visited - Area where TV or movie was filmed	
<b>Top 25 Most Frequently Visited Cities in Virginia</b>	
Richmond	20%
Williamsburg	19%
Virginia Beach	17%
Washington, DC	15%
Charlottesville	11%
Alexandria	10%
Norfolk	9%
Arlington	8%
Roanoke	7%
Fairfax	6%
Manassas	6%
Harrisonburg	6%
Chesapeake	6%

Fredericksburg	6%
Newport News	5%
Winchester	5%
Front Royal	5%
Lexington	4%
Falls Church	4%
Bristol	4%
Waynesboro	4%
Hampton	4%
Blacksburg	4%
Lynchburg	4%
Staunton	4%

**Top 25 Virginia Attractions Most Frequently Visited by Travelers**

Busch Gardens (Hampton Roads)	11%
Colonial Williamsburg (Hampton Roads)	11%
Tyson's Corner Mall (Northern Virginia)	7%
Chesapeake Bay Bridge-Tunnel (Eastern Shore)	7%
Skyline Drive (Northern Virginia)	6%
Shenandoah National Park (Shenandoah Valley)	6%
Prime Outlets " Williamsburg (Hampton Roads)	6%
Blue Ridge Parkway (Blue Ridge Highlands)	6%
Skyline Drive (Shenandoah Valley)	6%
Blue Ridge Parkway (Shenandoah Valley)	5%
Appalachian Trail (Heart of Appalachia)	5%
Monticello (Central Virginia)	4%
Blue Ridge Parkway (Central Virginia)	4%
Potomac Mills Mall (Northern Virginia)	4%
Colonial Parkway (Hampton Roads)	4%
Arlington National Cemetery (Northern Virginia)	4%
Blue Ridge Parkway (Northern Virginia)	4%
Civil War Trail (Heart of Appalachia)	4%
Kings Dominion (Central Virginia)	4%
Jamestown Settlement - reconstructed village with the three ships (Hampton Roads)	3%
Historic Jamestowne - national park with archaeological site (Hampton Roads)	3%
Luray Caverns (Shenandoah Valley)	3%
Appalachian Trail (Blue Ridge Highlands)	3%
Water Country USA (Hampton Roads)	3%
Williamsburg Pottery (Hampton Roads)	3%

<b>Satisfaction With Experience in Virginia</b>	
Not at all satisfied	less than 0.5%

Not very satisfied	1%
Somewhat satisfied	5%
Very satisfied	39%
Extremely satisfied	55%
<b>Advance Planning Time - Considered Visiting Virginia</b>	
Less than 2 weeks before the visit	25%
Within 2 weeks - 4 weeks of visit	15%
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	18%
At least 6 months, but less than 1 year before the visit	13%
More than a year before the visit	7%
<b>Advance Planning Time - Decided to Visit Virginia</b>	
Less than 2 weeks before the visit	35%
Within 2 weeks - 4 weeks of visit	18%
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	14%
At least 6 months, but less than 1 year before the visit	10%
More than a year before the visit	3%
<b>Planning Information Sources for Virginia</b>	
<b>Offline Sources</b>	
Friends/relatives	33%
Own experience	39%
Travel agent (in person or by phone)	1%
Travel club (eg. AAA)	4%
Travel book	2%
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	4%
Other offline planning sources	2%
<b>Online Sources</b>	
Corporate travel department (in person or by phone)	2%
Corporate desktop travel tool/intranet	2%
Online full service travel website (Expedia, Travelocity, etc.)	9%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	less than 0.5%
Travel provider website (airline, hotel, rental car, cruise, tour)	11%

Other online planning sources	4%
Destination website	15%
MySpace	less than 0.5%
Facebook	6%
LinkedIn	1%
Match.com	
Twitter.com	1%
Blogs	1%
TripAdvisor	6%
Yahoo Trip Planner	less than 0.5%
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)	22%
Pinterest	1%
Travel review sites (TripAdvisor, Yelp, etc)	5%
Online forums	less than 0.5%
<u>Other</u>	
Someone else planned for me and I don't know the method	3%
No plans were made for this destination	17%
<b>Booking Methods Used for Virginia</b>	
<u>Offline Methods</u>	
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	1%
<u>Online Methods</u>	
Corporate desktop travel tool/internet	1%
Travel provider website (airline, hotel, rental car, cruise, tour)	14%
Destination website (official site of state, city or attraction)	7%
Online full service travel website (Expedia, Travelocity, etc.)	10%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1%
Some other online booking method	4%
<u>Other</u>	
Some other method	
Someone else booked for me and I don't know the method	7%

No bookings were made for this destination	42%
Unsure, I just used link from social/commercial networking or mobile source (such as MySpace, Facebook, Trip Advisor, etc.)	1%
<b>Top 10 Other States Visited for Leisure in Past 12 Months</b>	
Washington D.C	34%
Maryland	29%
North Carolina	28%
Pennsylvania	24%
Florida	21%
New York	21%
New Jersey	17%
West Virginia	16%
South Carolina	12%
Georgia	11%
<b>Travel Party Origin - Top 10 DMAs (Designated Marketing Areas) for the profiled travel segment</b>	
Washington, DC (Hagerstown)	16%
Norfolk-Portsmouth-Newport News	11%
Richmond-Petersburg	9%
New York	6%
Raleigh-Durham (Fayetteville)	5%
Baltimore	5%
Roanoke-Lynchburg	5%
Philadelphia	3%
Pittsburgh	2%
Greensboro-High Point-Winston Salem	2%
<b>Travel Party Origin - Top 10 States for the profiled travel segment</b>	
Virginia	38%
North Carolina	12%
Maryland	10%
Pennsylvania	6%
New York	4%
Texas	3%
Ohio	3%
New Jersey	3%
Tennessee	2%
Washington D.C	2%
<b>Ethnicity of Household Head</b>	
White	83%

<b>Black/African-American</b>	8%
<b>Asian or Pacific Islander</b>	4%
<b>American Indian, Aleut Eskimo</b>	1%
<b>Other</b>	2%
<b>Prefer not to answer</b>	1%
<b>Hispanic Origin of Household Head</b>	
<b>Spanish/Hispanic</b>	3%
<b>Not Spanish/Hispanic</b>	96%
<b>Prefer not to answer</b>	1%
<b>Household Size</b>	
<b>1</b>	17%
<b>2</b>	39%
<b>3</b>	17%
<b>4</b>	16%
<b>5</b>	7%
<b>6</b>	2%
<b>7+</b>	1%
<b>Age of Respondent</b>	
<b>18-24</b>	7%
<b>25-34</b>	20%
<b>35-44</b>	21%
<b>45-54</b>	16%
<b>55-64</b>	20%
<b>65+</b>	15%
<b>Mean:</b>	46.4
<b>Marital Status</b>	
<b>Now married</b>	63%
<b>Never married</b>	24%
<b>Divorced, Widowed, Separated</b>	13%
<b>Respondent Education</b>	
<b>Some high school</b>	1%
<b>Graduated High school</b>	8%
<b>Some college - no degree</b>	23%
<b>Graduated college-Associate's degree (2 year)</b>	10%
<b>Graduated college-Bachelor's degree (4 year)</b>	33%
<b>Post Graduate degree-MS,MA,MBA,DVM,PhD,DDS,etc.</b>	25%
<b>Prefer not to answer</b>	less than 0.5%
<b>Annual Household Income</b>	

Under \$10,000	3%
\$10,000-\$14,999	3%
\$15,000-\$19,999	1%
\$20,000-\$24,999	3%
\$25,000-\$29,999	4%
\$30,000-\$34,999	4%
\$35,000-\$39,999	4%
\$40,000-\$49,999	8%
\$50,000-\$59,999	8%
\$60,000-\$74,999	11%
\$75,000-\$99,999	17%
\$100,000-\$124,999	16%
\$125,000-\$149,999	7%
\$150,000-\$199,999	7%
\$200,000 +	5%

**Top 15 States Visited on Same Trip**

Virginia	72%
Washington D.C	5%
Maryland	5%
Pennsylvania	3%
West Virginia	2%
North Carolina	2%
New York	2%
Tennessee	1%
Texas	1%
New Jersey	1%
Indiana	1%
Ohio	1%
Arkansas	less than 0.5%
Rhode Island	less than 0.5%
Kentucky	less than 0.5%

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

Virginia	10%
Florida	7%
Washington D.C	6%
New York	6%
North Carolina	6%
Maryland	4%
California	4%
Pennsylvania	4%
South Carolina	3%
Tennessee	3%

