

VIRGINIA IS FOR LOVERS[®]

Shenandoah Valley 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 **Shenandoah Valley Region** during **FY 2015** - the localities are listed below.

	All
Sample Size (N)	307
Weighted Percent of Total	100% (n=301.53)
Primary purpose of Trip	
Visit friends/relatives	47%
Outdoor recreation	9%
Entertainment/Sightseeing	13%
Other pleasure/personal	12%
Personal business	6%
Business - Convention/tradeshaw	1%
Business - Conference/seminar	1%
* Employee Training/Seminar	1%
* Client or Customer Meeting/Service	2%
* Internal Business Meeting	1%
* Sales/Marketing	1%
* Internal Operations/Equipment Repair or Service	2%
* 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	32%
Q1A Entertainment/Sightseeing - All purposes for trip	39%
Q1A Other pleasure/personal - All purposes for trip	38%
Q1A Personal business - All purposes for trip	13%
* Q1A Business - Employee Training/Seminar - All purposes for trip	5%
* Q1A Business - Client or Customer Meeting/Service - All purposes for trip	6%
* 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	6%
* Q1A Business - Any Other General Business - All purposes for trip	6%
Q1A Business - Convention/Tradeshow - All purposes for trip	5%
Q1A Business - Conference/Seminar - All purposes for trip	4%
Q1A Other - All purposes for trip	10%
Month of Travel	
July 2014	8%
August 2014	8%
September 2014	14%
October 2014	3%
November 2014	10%
December 2014	7%
January 2015	7%
February 2015	4%
March 2015	8%
April 2015	10%
May 2015	9%
June 2015	12%
Holiday Travel	
VA1_1. Did your ... trip to Virginia include a holiday or a holiday weekend?	24%
Weekend Getaway	
VA2_1. Did this trip include a Friday night and/or a Saturday night in Virginia?	69%
Total Travel Party Size	
1	22%
2	45%
3	10%
4	13%
5	5%
6+	6%
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	5%

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	9%
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	15%
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	14%
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%
Travel Party Members Under 18 Years Old	
Travel parties that include children under 18	23%
Modes of Travel Used on Entire Trip (all states visited)	
Q2A Own Auto/truck - All modes of transportation for trip	85%
Q2A Rental car- All modes of transportation for trip	10%
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	11%
Q2A Bus - All modes of transportation for trip	1%
Q2A Train - All modes of transportation for trip	3%
Q2A Motorcoach/Group Tour - All modes of transportation for trip	
Q2A Other - All modes of transportation for trip	2%
Q2A Motorcycle - All modes of transportation for trip	4%
Primary Mode of Travel Used on Entire Trip	
Own Auto/truck	82%
Rental car	5%
Camper/RV	less than 0.5%
Airplane	8%
Motorcycle	3%
Other	2%
Total Nights Spent on Entire Trip	
0	19%

1	18%
2	17%
3	15%
4	8%
5	9%
6	3%
7	2%
8 through 13	5%
14+	5%
Mean:	3.6
Median:	2

Total Number of Nights at Lodging Used Anywhere in Virginia

1	29%
2	23%
3	17%
4	9%
5+	22%
Mean:	3.9
Median:	2

Types of Lodging Used Anywhere in Virginia

Q4F Number of nights spent in Hotel/Motel	45%
Q4F Number of nights spent in B&B	2%
Q4F Number of nights spent in Private Home	35%
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	3%
Q4F Number of nights spent in Other	3%
Q4F Number of nights spent in Personal Second Home/Condo	1%
Q4F Number of nights spent in Rental Home	4%

Top 15 Brands of Hotel Stayed in Longest in Virginia

Days Inn	12%
Holiday Inn	12%
Hampton Inns/Suites	9%
Other	8%
Best Western	7%
Comfort Inns/Suites	6%
Marriott Hotels/Resorts/Suites	5%
W Hotels	5%
Sleep Inn & Suites	4%
Howard Johnson	3%
Red Roof Hotels/Resorts	3%

Holiday Inn Express	3%
Hilton Hotels & Resorts	2%
Knights Inn	2%
Econo Lodge	2%
Travel Party Spending	
\$0	1%
\$1 to less than \$100	27%
\$100 to less than \$250	22%
\$250 to less than \$500	21%
\$500 to less than \$750	12%
\$750 to less than \$1,000	5%
\$1000+	12%
Mean:	519.3
Median:	250
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	9%
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	15%
Q4G Total \$s spent on Transportation within state	6%
Q4G Total \$s spent on Gasoline within state	19%
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	6%
Q4H Activities/Attractions Visited - Historic sites/Churches	18%
Q4H Activities/Attractions Visited - Museums	10%
Q4H Activities/Attractions Visited - Musical theater	4%
Q4H Activities/Attractions Visited - Old homes/mansions	9%
Q4H Activities/Attractions Visited - Symphony/opera/concert	1%
Q4H Activities/Attractions Visited - Theater/drama	6%

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	8%
Q4H Activities/Attractions Visited - Rock/mountain climbing	1%
Q4H Activities/Attractions Visited - Scuba diving/snorkeling	
Q4H Activities/Attractions Visited - Skiing/snowboarding	1%
Q4H Activities/Attractions Visited - Water skiing	less than 0.5%
Q4H Activities/Attractions Visited - Whitewater rafting/Kayaking/Canoeing/Paddleboarding	1%
Q4H Activities/Attractions Visited - Mountain biking	2%
<u>Sports & Recreation</u>	
Q4H Activities/Attractions Visited - Biking/Road biking/Cycling	1%
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	2%
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	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	4%
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	3%
<u>Nature / Outdoor Activities</u>	
Q4H Activities/Attractions Visited - Beach	8%
Q4H Activities/Attractions Visited - Bird watching	3%
Q4H Activities/Attractions Visited - Camping	2%
Q4H Activities/Attractions Visited - Caverns	5%

Q4H Activities/Attractions Visited - Gardens	6%
Q4H Activities/Attractions Visited - Nature travel/Ecotouring	4%
Q4H Activities/Attractions Visited - State/National Park (dropped wv109)	
Q4H Activities/Attractions Visited - Wildlife viewing	7%
Q4H Activities/Attractions Visited - Farms/ranches/Agri-tours	3%
Q4H Activities/Attractions Visited - Other nature	6%
Q4H Activities/Attractions Visited - State park/Monuments/Recreation areas	10%
Q4H Activities/Attractions Visited - National park/Monuments/Recreation areas	12%
Entertainment / Amusement	
Q4H Activities/Attractions Visited - Casino/gaming	3%
Q4H Activities/Attractions Visited - Fine dining	16%
Q4H Activities/Attractions Visited - Nightclub/dancing	3%
Q4H Activities/Attractions Visited - Shopping	23%
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	6%
Q4H Activities/Attractions Visited - Wine tasting/winery tour	10%
Q4H Activities/Attractions Visited - Zoos/Aquariums/Aviaries	3%
Q4H Activities/Attractions Visited - Rodeo/State fair	1%
Q4H Activities/Attractions Visited - Craft breweries	3%
Q4H Activities/Attractions Visited - Distilleries	1%
Family Activities	
Q4H Activities/Attractions Visited - Family reunion	4%
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	26%
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	
Winchester	24%
Harrisonburg	23%
Richmond	22%
Charlottesville	19%
Front Royal	17%
Washington, DC	16%

Staunton	15%
Waynesboro	13%
Lexington	12%
Roanoke	11%
Virginia Beach	10%
Blacksburg	8%
Williamsburg	8%
Cumberland Gap	8%
Manassas	8%
Alexandria	7%
Fredericksburg	7%
Bristol	6%
Chesapeake	6%
Fairfax	6%
Norton	6%
Arlington	5%
Abingdon	5%
Culpeper	5%
Damascus	5%

Top 25 Virginia Attractions Most Frequently Visited by Travelers

Blue Ridge Parkway (Blue Ridge Highlands)	19%
Blue Ridge Parkway (Shenandoah Valley)	18%
Shenandoah National Park (Shenandoah Valley)	17%
Appalachian Trail (Heart of Appalachia)	16%
Skyline Drive (Shenandoah Valley)	14%
Skyline Drive (Northern Virginia)	12%
Blue Ridge Parkway (Central Virginia)	11%
Luray Caverns (Shenandoah Valley)	10%
Blue Ridge Parkway (Northern Virginia)	9%
Civil War Trail (Heart of Appalachia)	9%
Appalachian Trail (Blue Ridge Highlands)	9%
Appalachian Trail (Shenandoah Valley)	8%
Chesapeake Bay Bridge-Tunnel (Eastern Shore)	6%
Monticello (Central Virginia)	6%
Arlington National Cemetery (Northern Virginia)	5%
Manassas National Battlefield Park (Northern Virginia)	5%
Natural Bridge / Natural Bridge Caverns (Shenandoah Valley)	5%
Tyson's Corner Mall (Northern Virginia)	5%
Shenandoah Caverns (Shenandoah Valley)	5%
Colonial Williamsburg (Hampton Roads)	5%
Appalachian Trail (Central Virginia)	4%
Massanutten Resort (Shenandoah Valley)	4%
Mount Rogers National Recreation Area (Blue Ridge Highlands)	4%

Kings Dominion (Central Virginia)	4%
Civil War Trail (Southern Virginia)	4%
Satisfaction With Experience in Virginia	
Not very satisfied	1%
Somewhat satisfied	12%
Very satisfied	35%
Extremely satisfied	52%
Advance Planning Time - Considered Visiting Virginia	
Less than 2 weeks before the visit	30%
Within 2 weeks - 4 weeks of visit	19%
At least 1 month, but less than 3 months before the visit	15%
At least 3 months, but less than 6 months before the visit	16%
At least 6 months, but less than 1 year before the visit	11%
More than a year before the visit	9%
Advance Planning Time - Decided to Visit Virginia	
Less than 2 weeks before the visit	42%
Within 2 weeks - 4 weeks of visit	15%
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	13%
At least 6 months, but less than 1 year before the visit	10%
More than a year before the visit	3%
Planning Information Sources for Virginia	
Offline Sources	
Friends/relatives	26%
Own experience	33%
Travel agent (in person or by phone)	3%
Travel club (eg. AAA)	5%
Travel book	3%
Newspaper	
Magazine	2%
TV	1%
Radio	1%
Destination printed material	4%
Travel provider (airline, hotel, rental car cruise, etc.) either in person or by phone	2%
Other offline planning sources	2%
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.)	1%
Travel provider website (airline, hotel, rental car, cruise, tour)	7%
Other online planning sources	3%
Destination website	13%
MySpace	less than 0.5%
Facebook	7%
LinkedIn	less than 0.5%
Match.com	
Twitter.com	1%
Blogs	2%
TripAdvisor	8%
Yahoo Trip Planner	1%
VibeAgent	less than 0.5%
Other social/commercial networking sources (Specify)	1%
iPhone	
Mobile Web Browsing	9%
Other mobile sites	2%
Search engines (Google, Bing, Yahoo, etc)	18%
Pinterest	1%
Travel review sites (TripAdvisor, Yelp, etc)	4%
Online forums	less than 0.5%
<u>Other</u>	
Someone else planned for me and I don't know the method	4%
No plans were made for this destination	24%
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	6%
Travel club (e.g. AAA)	3%
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%
<u>Online Methods</u>	
Corporate desktop travel tool/internet	1%
Travel provider website (airline, hotel, rental car, cruise, tour)	8%
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.)	1%

Some other online booking method	4%
Other	
Some other method	
Someone else booked for me and I don't know the method	5%
No bookings were made for this destination	50%
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	36%
Maryland	30%
North Carolina	30%
West Virginia	28%
Pennsylvania	27%
Florida	21%
New York	20%
Tennessee	16%
South Carolina	16%
Georgia	14%

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

Washington, DC (Hagerstown)	28%
Richmond-Petersburg	6%
Roanoke-Lynchburg	6%
Norfolk-Portsmouth-Newport News	5%
Harrisonburg	5%
New York	5%
Harrisburg-Lancaster-Lebanon-York	4%
Baltimore	4%
Raleigh-Durham (Fayetteville)	3%
Philadelphia	3%

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

Virginia	46%
Maryland	9%
Pennsylvania	8%
North Carolina	7%
New York	3%
West Virginia	3%
Tennessee	3%
Texas	3%
Ohio	2%

California	2%
Ethnicity of Household Head	
White	81%
Black/African-American	4%
Asian or Pacific Islander	8%
American Indian, Aleut Eskimo	less than 0.5%
Other	5%
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	18%
2	39%
3	15%
4	19%
5	7%
6	2%
7+	1%
Age of Respondent	
18-24	10%
25-34	24%
35-44	18%
45-54	18%
55-64	13%
65+	17%
Mean:	45
Marital Status	
Now married	58%
Never married	28%
Divorced, Widowed, Separated	14%
Respondent Education	
Some high school	1%
Graduated High school	16%
Some college - no degree	21%
Graduated college-Associate's degree (2 year)	10%
Graduated college-Bachelor's degree (4 year)	31%

Post Graduate degree-MS,MA,MBA,DVM,PhD,DDS,etc.	21%
Prefer not to answer	less than 0.5%
Annual Household Income	
Under \$10,000	4%
\$10,000-\$14,999	2%
\$15,000-\$19,999	1%
\$20,000-\$24,999	4%
\$25,000-\$29,999	5%
\$30,000-\$34,999	6%
\$35,000-\$39,999	4%
\$40,000-\$49,999	9%
\$50,000-\$59,999	7%
\$60,000-\$74,999	13%
\$75,000-\$99,999	15%
\$100,000-\$124,999	11%
\$125,000-\$149,999	7%
\$150,000-\$199,999	5%
\$200,000 +	6%
Top 15 States Visited on Same Trip	
Virginia	61%
West Virginia	7%
Pennsylvania	4%
Maryland	4%
Washington D.C	4%
North Carolina	4%
New York	3%
New Jersey	2%
Tennessee	2%
South Carolina	1%
Georgia	1%
Rhode Island	1%
Indiana	1%
Ohio	1%
Kentucky	1%
Top 10 Other States Plan to Visit for Leisure in Next 2 Years	
Virginia	9%
Florida	7%
Washington D.C	6%
North Carolina	6%
New York	5%
Maryland	4%

Pennsylvania	4%
South Carolina	4%
California	3%
West Virginia	3%

Cities

Front Royal
Harrisonburg
Lexington
Staunton
Waynesboro
Winchester

Attractions

Abram's Delight
American Shakespeare Center's Blackfriars Playhouse
Appalachian Trail
Blue Ridge Parkway
Bryce Resort
Civil War Trail
Frontier Culture Museum
George Washington's Office
Grand Caverns Regional Park
Lee Chapel and Museum
Luray Caverns
Massanutten Resort
Museum of the Shenandoah Valley
Natural Bridge / Natural Bridge Caverns
Natural Chimneys Regional Park
New Market Battlefield Memorial
Shenandoah Caverns
Shenandoah National Park
Shenandoah River State Park
Stonewall Jackson's Headquarters
Stonewall Jackson's House
Skyline Drive
VMI Museum
Wintergreen Resort
Woodrow Wilson Presidential Library