

VIRGINIA IS FOR LOVERS[®]

Travel Profile to Virginia

Source: TNS TravelsAmerica, FY2016

Household Trips 50+ miles, one-way, away from home including day trips or with one or more nights away from home to **Virginia** during **FY2016** for **all purposes**.

	All
Sample Size (N)	2401
Weighted Percent of Total	100% (n=2343)
Primary purpose of trip	
Visit friends/relatives	46%
Outdoor recreation	7%
Entertainment/Sightseeing	15%
Other pleasure/personal	13%
Personal business	6%
Business - Convention/Tradeshow	Less than 0% 0%
Business - Conference/Seminar	1%
Employee Training/Seminar	2%
Client or Customer Meeting/Service	1%
Internal Business Meeting	Less than 0%
Sales/Marketing	1%
Incentive/Reward	Less than 0%
Internal Operations/Equipment Repair or Service	Less than 0%
Any Other General Business	3%
Other	3%
All purposes of trip	
Visit friends/relatives	59%
Outdoor recreation	25%
Entertainment/Sightseeing	35%
Other pleasure/personal	36%
Personal business	12%
Employee Training/Seminar	5%
Client or Customer Meeting/Service	5%
Internal Business Meeting	4%
Sales/Marketing	4%
Incentive/Reward	3%
Internal Operations/Equipment Repair or Service	4%
Any Other General Business	7%

Business - Convention/Tradeshow	4%
Business - Conference/Seminar	5%
Other	5%
Month of Travel	
July-2015	12%
August-2015	10%
September-2015	8%
October-2015	7%
November-2015	7%
December-2015	9%
January-2016	6%
February-2016	4%
March-2016	8%
April-2016	9%
May-2016	10%
June-2016	10%
Total Travel Party Size	
1	21%
2	39%
3	15%
4	15%
5+	10%
Mean:	2.6
Median:	1.5
Travel Party Members under 18 years old	
Travel parties that include children under 18	32%
All Modes of Transportation Used on Trip	
Own Auto/Truck	83%
Rental Car	10%
Camper/RV	2%
Ship/Boat	2%
Airplane	11%
Bus	4%
Train	4%
Motorcoach/Group Tour	2%
Other	3%
Motorcycle	1%

Primary Modes of Transportation Used on Trip	
Own Auto/Truck	81%
Rental Car	6%
Camper/RV	1%
Ship/Boat	Less than 0%
Airplane	8%
Bus	Less than 0%
Train	1%
Motorcoach/Group Tour	Less than 0%
Motorcycle	1%
Other	2%
Total Nights Spent on Entire Trip	
0	16%
1	12%
2	17%
3	10%
4	8%
5	8%
6	5%
7	6%
8-13	11%
14+	7%
Mean:	4.8
Median:	3.0
Total Number of Nights at Lodging used anywhere in Virginia	
0	33%
1	17%
2	17%
3	9%
4	7%
5+	17%
Mean (2015):	2.6
Median (2015):	1.0
Mean (2016):	2.6
Median (2016):	1.0
Types of Lodging used anywhere in Virginia	
Hotel	53%
B&B	3%

Private Home	37%
Personal Second Home/Condo	3%
Rental Condo	3%
Rental Home	3%
Time Share	4%
RV/Tent	4%
Other	3%
Shared Economy Property (AirBnB, VRBO, etc)	1%
Top 15 Brands of Hotel Stayed in the Longest in Virginia	
Other	9%
Comfort Inns/Suites	8%
Hampton Inns/Suites	8%
Best Western	7%
Marriott Hotels/Resorts/Suites	6%
Holiday Inn Express	5%
Hilton Hotels & Resorts	5%
Courtyard by Marriott	4%
La Quinta Inns	3%
Holiday Inn	3%
Days Inn	3%
Motel 6	3%
Quality Inn & Suites	3%
Residence Inn by Marriott	3%
Hilton Garden Inn	3%
Travel Party Spending	
\$0	4%
\$1 to less than \$100	27%
\$100 to less than \$250	23%
\$250 to less than \$500	17%
\$500 to less than \$750	9%
\$750 to less than \$1000	6%
\$1000+	14%
Mean:	\$513
Median:	\$220
Traveler Spending in Virginia (Percentage of Total Spending By Category)**	
Average spent on lodging	26%
Average spent on food/beverage/dining (excluding groceries)	19%
Average spent on groceries	6%
Average spent on entertainment (excluding gaming)/admissions	7%

Average spent on (casino) gaming	1%
Average spent on shopping/gifts/souvenirs	8%
Average spent on amenities (golf fees,spa,health club,ski passes,etc)	1%
Average spent on other	1%
Average spent on transportation to get to state	19%
Average spent on transportation within state	3%
Average spent on gasoline within state	7%
Average spent on parking/tolls within state	1%
**Note: The questionnaire spending categories changed in Q3 2013.	
General activities/attractions visited in Virginia	
<u>Arts & Culture</u>	
Art galleries	4%
Historic sites/churches	14%
Museums	12%
Musical theater	2%
Old homes/mansions	5%
Symphony/opera/concert	1%
Theater/drama	2%
Native American ruins/Rock art	1%
Local/folk arts/crafts	3%
Musical performance/show	3%
<u>Adventure Sports</u>	
Hang gliding/ Skydiving/ Base jumping	Less than 0%
Hiking/ Backpacking/ Canyoneering	4%
Rock/mountain climbing	Less than 0%
Scuba diving/snorkeling	Less than 0%
Skiing/snowboarding	Less than 0%
Water skiing	Less than 0%
Whitewater rafting/ Kayaking/ Canoeing/ Paddleboarding	1%
Mountain biking	Less than 0%
<u>Sports and Recreation</u>	
Biking /Road biking/ Cycling	1%
Fishing	2%
Golf	1%
Horseback riding	1%
Hunting	1%
Sports events - Major/ Professional	2%
Motor boat/Jet ski	1%
Motor sports - NASCAR/Indy	1%
Sailing	1%
Snowmobiling	Less than 0%
Snow sports other than skiing or snowmobiling	Less than 0%
Tennis	Less than 0%

ATV/Four-wheeling	1%
Horseracing	1%
Sports events - Youth/ Amateur/ Collegiate/ Other (spectator)	1%
Sports events - Youth/ Amateur/ Collegiate/ Other (participant)	1%
<u>Nature / Outdoor Activities</u>	
Beach	9%
Bird watching	2%
Camping	3%
Caverns	2%
Gardens	3%
Nature travel/ecotouring	2%
Wildlife viewing	4%
Farms/ Ranches/ Agri-tours	1%
Other nature (photography, rockhound, etc)	3%
State park/Monuments/ Recreation areas	7%
National park/Monuments/ Recreation areas	8%
<u>Entertainment / Amusement</u>	
Casino/gaming	2%
Fine dining	14%
Nightclub/dancing	3%
Shopping	24%
Spa/health club	2%
Special events/Festivals (e.g., Mardi Gras, hot air balloon races)	2%
Theme park/ Amusement park/ Water park	5%
Wine tasting/winery tour	4%
Craft breweries	3%
Distilleries	1%
Rodeo/State fair	Less than 0%
<u>Family Activities</u>	
Family reunion	5%
High School/College reunion	1%
Visiting friends	15%
Visiting relatives	24%
<u>Sightseeing</u>	
Rural sightseeing	13%
Urban sightseeing	8%
Area where a TV show or movie was filmed *	1%
None of the above	23%
Satisfaction with experience in Virginia	
Not At all Satisfied	Less than 0%
Not Very Satisfied	1%
Somewhat Satisfied	12%
Very Satisfied	37%

Extremely Satisfied	50%
Advance planning time - considered visiting Virginia	
Less than 2 weeks before the visit	27%
Within 2 weeks-4 weeks of visit	15%
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	15%
At least 6 months, but less than 1 year before the visit	13%
More than a year before the visit	9%
Advanced planning time - decided to visit Virginia	
Less than 2 weeks before the visit	35%
Within 2 weeks-4 weeks of visit	17%
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	12%
At least 6 months, but less than 1 year before the visit	10%
More than a year before the visit	5%
Planning information sources for Virginia	
<u>Offline Sources</u>	
Friends/relatives	25%
Own experience	37%
Travel Agent (in person or by phone)	1%
Travel book	2%
Newspaper	1%
Magazine	2%
TV	3%
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(s)	1%
Corporate travel department (in person or by phone)	1%
<u>Online sources</u>	
Online full service travel website (Expedia, Travelocity, etc.)	7%
Corporate desktop travel tool/Intranet	1%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	Less than 0%
Travel provider website (airline, hotel, rental car, cruise, tour)	8%
Travel club (AAA)	5%
Other online planning sources(s)	2%
Destination website (official site of state, city or attraction)	13%
Pinterest	1%
Facebook	6%
Instagram	1%

Twitter	2%
Travel review sites (TripAdvisor, Yelp, etc.)	6%
Yahoo Trip Planner	1%
VibeAgent	Less than 0%
Mobile (Net)	3%
Mobile Web Browsing	3%
Search engines (Google, Bing, Yahoo, etc.)	17%
MySpace	
Blogs	1%
Online forums	1%
Other mobile sites	Less than 0%
<u>Other</u>	
Someone else planned for me and I don't know the method	2%
Other social/commercial networking sources	Less than 0%
No plans were made for this destination	26%
Booking methods used for Virginia	
<u>Offline Methods</u>	
Travel Agent	2%
Directly with travel provider in person/phone	8%
Travel club (e.g. AAA)	3%
Corporate travel department	3%
Directly with destination or attraction (tourist/visitor center etc.) in person or by phone	8%
Other 'offline' booking method	2%
<u>Online Methods</u>	
Corporate desktop travel tool/intranet	2%
Travel provider website (airline, hotel, rental car, cruise, tour)	10%
Destination website	7%
Online travel agency (Expedia, Travelocity, etc.)	10%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1%
Some other online booking method	3%
<u>Other</u>	
Someone else booked for me and I don't know the method	4%
No bookings were made for this destination	53%
Unsure, I just used link from social/commercial networking or mobile source *	Less than 0%
Top 10 other states visited for leisure in the past 12 months	
Virginia	70%
North Carolina	32%
Washington D.C	31%
Maryland	30%
Florida	29%
Pennsylvania	25%

South Carolina	22%
New York	21%
West Virginia	20%
Georgia	19%
Travel party origin - Top 10 DMAs (Designated Marketing Areas) for the profiled travel segment	
Washington, DC (Hagerstown)	15%
New York	7%
Norfolk-Portsmouth-Newport News	7%
Roanoke-Lynchburg	6%
Richmond-Petersburg	6%
Raleigh-Durham (Fayetteville)	4%
Philadelphia	4%
Boston (Manchester)	2%
Baltimore	2%
Charlotte	2%
Travel party origin - Top 10 States for the profiled travel segment	
Virginia	33%
North Carolina	10%
Maryland	6%
Pennsylvania	6%
Florida	6%
New York	5%
New Jersey	5%
Ohio	3%
California	3%
Massachusetts	3%
Ethnicity of household head	
White	87%
Black/African American	9%
Asian or Pacific Islander	3%
American Indian, Aleut Eskimo	Less than 0%
Other	1%
No answer	1%
Hispanic origin of household head	
Yes	4%
No	95%
No answer	Less than 0%

Household size	
1	14%
2	41%
3	15%
4	17%
5+	12%
Age of respondent	
18-24	7%
25-34	20%
35-44	20%
45-54	15%
55-64	18%
65+	19%
Mean:	47
Median:	46
Marital status	
Now married	64%
Never married	23%
Divorced, Widowed, Separated	13%
Respondent education	
Grade School	Less than 0%
Some High School	1%
Graduated High School	12%
Some College - no degree	19%
Graduated College - Associate's degree (2 year)	12%
Graduated College - Bachelor's degree (4 year)	34%
Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS, etc	23%
No answer	Less than 0%
Annual household Income	
Under \$10,000	3%
\$10,000-\$14,999	2%
\$15,000-\$19,999	2%
\$20,000-\$24,999	3%
\$25,000-\$29,999	4%
\$30,000-\$34,999	4%
\$35,000-\$39,999	3%
\$40,000-\$49,999	6%

\$50,000-\$59,999	13%
\$60,000-\$74,999	12%
\$75,000-\$99,999	17%
\$100,000-\$124,999	14%
\$125,000-\$149,999	8%
\$150,000-\$199,999	8%
\$200,000	3%
Mean:	\$85,000
Median:	\$68,000
Top 15 States visited on the same trip	
Virginia	100%
North Carolina	10%
Maryland	8%
Washington DC.	7%
West Virginia	7%
South Carolina	6%
Pennsylvania	5%
Georgia	5%
New York	4%
Florida	4%
Tennessee	3%
New Jersey	3%
Ohio	2%
Delaware	2%
Kentucky	2%
Top 10 Other states plan to visit for leisure in the next 2 years	
Virginia	45%
Florida	33%
Maryland	28%
North Carolina	26%
Washington D.C	22%
South Carolina	21%
New York	20%
Pennsylvania	17%
California	15%
Tennessee	11%