

VIRGINIA IS FOR LOVERS[®]

Arts & Culture 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 including Arts & Culture Activities/Attractions of art galleries, historic sites/churches, museums, musical theater, old homes/mansions, symphony/opera/concert, theater/drama, native American ruins/rock art, local/folk art/crafts (Amish, Native American, etc), or musical performance/show.

| | All |
|---|---------------------|
| Sample Size (N) | 617 |
| Weighted Percent of Total | 100% (n=591) |
| Primary purpose of trip | |
| Visit friends/relatives | 34% |
| Outdoor recreation | 8% |
| Entertainment/Sightseeing | 33% |
| Other pleasure/personal | 12% |
| Personal business | 3% |
| Business - Convention/Tradeshow | Less than 0.5% |
| Business - Conference/Seminar | 1% |
| Employee Training/Seminar | 3% |
| Client or Customer Meeting/Service | 2% |
| Internal Business Meeting | 1% |
| Sales/Marketing | 1% |
| Incentive/Reward | 100% |
| Internal Operations/Equipment Repair or Service | Less than 0.5% |
| Any Other General Business | 1% |
| Other | 1% |
| All purposes of trip | |
| Visit friends/relatives | 55% |
| Outdoor recreation | 34% |
| Entertainment/Sightseeing | 62% |
| Other pleasure/personal | 46% |
| Personal business | 13% |
| Employee Training/Seminar | 9% |
| Client or Customer Meeting/Service | 10% |
| Internal Business Meeting | 10% |
| Sales/Marketing | 7% |

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| Incentive/Reward | 7% |
| Internal Operations/Equipment Repair or Service | 8% |
| Any Other General Business | 10% |
| Business - Convention/Tradeshow | 8% |
| Business - Conference/Seminar | 9% |
| Other | 5% |
| Month of Travel | |
| July-2015 | 11% |
| August-2015 | 10% |
| September-2015 | 7% |
| October-2015 | 6% |
| November-2015 | 6% |
| December-2015 | 9% |
| January-2016 | 6% |
| February-2016 | 3% |
| March-2016 | 7% |
| April-2016 | 13% |
| May-2016 | 13% |
| June-2016 | 9% |
| Total Travel Party Size | |
| 1 | 15% |
| 2 | 37% |
| 3 | 13% |
| 4 | 18% |
| 5+ | 17% |
| Mean: | 3.0 |
| Median: | 2.0 |
| Travel Party Members under 18 years old | |
| Travel parties that include children under 18 | 36% |
| All Modes of Transportation Used on Trip | |
| Own Auto/Truck | 78% |
| Rental Car | 17% |
| Camper/RV | 4% |
| Ship/Boat | 6% |
| Airplane | 17% |
| Bus | 9% |
| Train | 10% |
| Motorcoach/Group Tour | 5% |

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| Other | 3% |
| Motorcycle | 4% |
| Primary Modes of Transportation Used on Trip | |
| Own Auto/Truck | 73% |
| Rental Car | 9% |
| Camper/RV | 1% |
| Ship/Boat | 1% |
| Airplane | 11% |
| Bus | Less than 0.5% |
| Train | 2% |
| Motorcoach/Group Tour | 1% |
| Motorcycle | 2% |
| Other | 1% |
| Total Nights Spent on Entire Trip | |
| 0 | 4% |
| 1 | 8% |
| 2 | 15% |
| 3 | 10% |
| 4 | 10% |
| 5 | 9% |
| 6 | 7% |
| 7 | 11% |
| 8-13 | 16% |
| 14+ | 9% |
| Mean: | 6.5 |
| Median: | 5.0 |
| Total Number of Nights at Lodging used anywhere in Virginia | |
| 0 | 22% |
| 1 | 11% |
| 2 | 17% |
| 3 | 11% |
| 4 | 9% |
| 5+ | 29% |
| Mean (2015): | 3.7 |
| Median (2015): | 2.0 |
| Mean (2016): | 3.9 |
| Median (2016): | 2.0 |
| Types of Lodging used anywhere in Virginia | |

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| Hotel | 60% |
| B&B | 6% |
| Private Home | 28% |
| Personal Second Home/Condo | 4% |
| Rental Condo | 6% |
| Rental Home | 7% |
| Time Share | 11% |
| RV/Tent | 4% |
| Other | 2% |
| Shared Economy Property (AirBnB, VRBO, etc) | 2% |
| Top 15 Brands of Hotel Stayed in the Longest in Virginia | |
| Other | 10% |
| Best Western | 10% |
| Holiday Inn Express | 7% |
| Comfort Inns/Suites | 6% |
| Marriott Hotels/Resorts/Suites | 6% |
| Hampton Inns/Suites | 6% |
| Hilton Hotels & Resorts | 5% |
| Candlewood Suites | 4% |
| Days Inn | 4% |
| Courtyard by Marriott | 3% |
| La Quinta Inns | 3% |
| Sheraton Inns/Hotels/Resorts/Suites | 3% |
| Holiday Inn | 3% |
| Hilton Garden Inn | 2% |
| Embassy Suites | 2% |
| Travel Party Spending | |
| \$0 | 1% |
| \$1 to less than \$100 | 1% |
| \$100 to less than \$250 | 2% |
| \$250 to less than \$500 | 1% |
| \$500 to less than \$750 | 22% |
| \$750 to less than \$1000 | 16% |
| \$1000+ | 56% |
| Mean: | \$935 |
| Median: | \$600 |
| Traveler Spending in Virginia (Percentage of Total Spending By Category)** | |
| Average spent on lodging | 26% |
| Average spent on food/beverage/dining (excluding groceries) | 18% |

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| Average spent on groceries | 6% |
| Average spent on entertainment (excluding gaming)/admissions | 8% |
| Average spent on (casino) gaming | 2% |
| Average spent on shopping/gifts/souvenirs | 8% |
| Average spent on amenities (golf fees,spa,health club,ski passes,etc) | 2% |
| Average spent on other | 1% |
| Average spent on transportation to get to state | 17% |
| Average spent on transportation within state | 4% |
| Average spent on gasoline within state | 7% |
| Average spent on parking/tolls within state | 2% |
| **Note: The questionnaire spending categories changed in Q3 2013. | |
| General activities/attractions visited in Virginia | |
| <u>Arts & Culture</u> | |
| Art galleries | 17% |
| Historic sites/churches | 54% |
| Museums | 45% |
| Musical theater | 7% |
| Old homes/mansions | 21% |
| Symphony/opera/concert | 2% |
| Theater/drama | 10% |
| Native American ruins/Rock art | 2% |
| Local/folk arts/crafts | 10% |
| Musical performance/show | 6% |
| <u>Adventure Sports</u> | |
| Hang gliding/ Skydiving/ Base jumping | 1% |
| Hiking/ Backpacking/ Canyoneering | 7% |
| Rock/mountain climbing | 2% |
| Scuba diving/snorkeling | 2% |
| Skiing/snowboarding | 1% |
| Water skiing | 1% |
| Whitewater rafting/ Kayaking/ Canoeing/ Paddleboarding | 2% |
| Mountain biking | 1% |
| <u>Sports and Recreation</u> | |
| Biking /Road biking/ Cycling | 3% |
| Fishing | 5% |
| Golf | 3% |
| Horseback riding | 2% |
| Hunting | 2% |
| Sports events - Major/ Professional | 3% |
| Motor boat/Jet ski | 2% |
| Motor sports - NASCAR/Indy | 1% |
| Sailing | 3% |
| Snowmobiling | 1% |

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| Snow sports other than skiing or snowmobiling | Less than 0.5% |
| Tennis | 1% |
| ATV/Four-wheeling | 2% |
| Horseracing | 1% |
| Sports events - Youth/ Amateur/ Collegiate/ Other (spectator) | 2% |
| Sports events - Youth/ Amateur/ Collegiate/ Other (participant) | 1% |
| <u>Nature / Outdoor Activities</u> | |
| Beach | 12% |
| Bird watching | 4% |
| Camping | 5% |
| Caverns | 5% |
| Gardens | 9% |
| Nature travel/ecotouring | 6% |
| Wildlife viewing | 7% |
| Farms/ Ranches/ Agri-tours | 4% |
| Other nature (photography, rockhound, etc) | 5% |
| State park/Monuments/ Recreation areas | 16% |
| National park/Monuments/ Recreation areas | 22% |
| <u>Entertainment / Amusement</u> | |
| Casino/gaming | 3% |
| Fine dining | 24% |
| Nightclub/dancing | 6% |
| Shopping | 40% |
| Spa/health club | 5% |
| Special events/Festivals (e.g., Mardi Gras, hot air balloon races) | 3% |
| Theme park/ Amusement park/ Water park | 7% |
| Wine tasting/winery tour | 8% |
| Craft breweries | 5% |
| Distilleries | 2% |
| Rodeo/State fair | 1% |
| <u>Family Activities</u> | |
| Family reunion | 9% |
| High School/College reunion | 1% |
| Visiting friends | 15% |
| Visiting relatives | 19% |
| <u>Sightseeing</u> | |
| Rural sightseeing | 25% |
| Urban sightseeing | 18% |
| Area where a TV show or movie was filmed * | 2% |
| Satisfaction with experience in Virginia | |
| Not At all Satisfied | Less than 0.5% |
| Not Very Satisfied | 1% |
| Somewhat Satisfied | 6% |

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| Very Satisfied | 31% |
| Extremely Satisfied | 62% |
| Advance planning time - considered visiting Virginia | |
| Less than 2 weeks before the visit | 16% |
| Within 2 weeks-4 weeks of visit | 13% |
| 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 | 18% |
| At least 6 months, but less than 1 year before the visit | 18% |
| More than a year before the visit | 12% |
| Advanced planning time - decided to visit Virginia | |
| Less than 2 weeks before the visit | 23% |
| Within 2 weeks-4 weeks of visit | 17% |
| At least 1 month, but less than 3 months before the visit | 25% |
| 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 | 15% |
| More than a year before the visit | 5% |
| Planning information sources for Virginia | |
| <u>Offline Sources</u> | |
| Friends/relatives | 32% |
| Own experience | 47% |
| Travel Agent (in person or by phone) | 4% |
| Travel book | 6% |
| Newspaper | 4% |
| Magazine | 7% |
| TV | 7% |
| Radio | 3% |
| Destination printed material | 15% |
| Travel provider (airline, hotel, rental car, cruise, etc.) either in person or by phone | 7% |
| Other 'offline' planning sources(s) | 2% |
| Corporate travel department (in person or by phone) | 2% |
| <u>Online sources</u> | |
| Online full service travel website (Expedia, Travelocity, etc.) | 12% |
| Corporate desktop travel tool/Intranet | 2% |
| Traditional travel agency website (American Express, Carlson Wagonlit, etc.) | 1% |
| Travel provider website (airline, hotel, rental car, cruise, tour) | 15% |
| Travel club (AAA) | 12% |
| Other online planning sources(s) | 4% |
| Destination website (official site of state, city or attraction) | 29% |
| Pinterest | 4% |

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| Facebook | 15% |
| Instagram | 2% |
| Twitter | 5% |
| Travel review sites (TripAdvisor, Yelp,etc.) | 14% |
| Yahoo Trip Planner | 3% |
| VibeAgent | 1% |
| Mobile Web Browsing | 6% |
| Search engines (Google, Bing, Yahoo, etc.) | 34% |
| MySpace | |
| Blogs | 3% |
| Online forums | 1% |
| Other mobile sites | Less than 0.5% |
| <u>Other</u> | |
| Someone else planned for me and I don't know the method | 1% |
| No plans were made for this destination | 6% |
| Other social/commercial networking sources | Less than 0.5% |
| Booking methods used for Virginia | |
| <u>Offline Methods</u> | |
| Travel Agent | 7% |
| Directly with travel provider in person/phone | 14% |
| Travel club (e.g. AAA) | 8% |
| Corporate travel department | 5% |
| Directly with destination or attraction (tourist/visitor center etc.) in person or by phone | 16% |
| Other 'offline' booking method | 3% |
| <u>Online Methods</u> | |
| Corporate desktop travel tool/intranet | 4% |
| Travel provider website (airline, hotel, rental car, cruise, tour) | 16% |
| Destination website | 16% |
| Online travel agency (Expedia, Travelocity, etc.) | 18% |
| Traditional travel agency website (American Express, Carlson Wagonlit, etc.) | 4% |
| Some other online booking method | 5% |
| <u>Other</u> | |
| Someone else booked for me and I don't know the method | 5% |
| No bookings were made for this destination | 25% |
| Unsure, I just used link from social/commercial networking or mobile source | Less than 0.5% |
| Top 10 other states visited for leisure in the past 12 months | |
| Virginia | 71% |
| Washington D.C | 40% |
| Florida | 33% |
| Maryland | 30% |
| North Carolina | 29% |

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| Pennsylvania | 27% |
| New York | 26% |
| Georgia | 20% |
| South Carolina | 19% |
| New Jersey | 19% |
| Travel party origin - Top 10 DMAs (Designated Marketing Areas) for the profiled travel segment | |
| Washington, DC (Hagerstown) | 14% |
| New York | 10% |
| Norfolk-Portsmouth-Newport News | 4% |
| Philadelphia | 4% |
| Raleigh-Durham (Fayetteville) | 4% |
| Boston (Manchester) | 4% |
| Richmond-Petersburg | 4% |
| Flint-Saginaw-Bay City | 3% |
| Baltimore | 3% |
| Roanoke-Lynchburg | 3% |
| Travel party origin - Top 10 States for the profiled travel segment | |
| Virginia | 24% |
| North Carolina | 8% |
| Maryland | 7% |
| New York | 7% |
| Pennsylvania | 5% |
| New Jersey | 5% |
| California | 5% |
| Ohio | 5% |
| Florida | 5% |
| Michigan | 4% |
| Ethnicity of household head | |
| White | 87% |
| Black/African American | 8% |
| Asian or Pacific Islander | 3% |
| American Indian, Aleut Eskimo | 1% |
| Other | 1% |
| No answer | 1% |
| Hispanic origin of household head | |
| Yes | 9% |
| No | 91% |

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| No answer | Less than 0.5% |
| Household size | |
| 1 | 14% |
| 2 | 38% |
| 3 | 15% |
| 4 | 17% |
| 5+ | 16% |
| Age of the respondent | |
| 18-24 | 9% |
| 25-34 | 26% |
| 35-44 | 19% |
| 45-54 | 13% |
| 55-64 | 16% |
| 65+ | 17% |
| Mean: | 45 |
| Median: | 41 |
| Marital status | |
| Now married | 66% |
| Never married | 22% |
| Divorced, Widowed, Separated | 12% |
| Respondent education | |
| Grade School | |
| Some High School | |
| Graduated High School | 10% |
| Some College - no degree | 15% |
| Graduated College - Associate's degree (2 year) | 14% |
| Graduated College - Bachelor's degree (4 year) | 35% |
| Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS, etc | 26% |
| Annual household income | |
| Under \$10,000 | 2% |
| \$10,000-\$14,999 | 1% |
| \$15,000-\$19,999 | 3% |
| \$20,000-\$24,999 | 2% |
| \$25,000-\$29,999 | 3% |
| \$30,000-\$34,999 | 6% |
| \$35,000-\$39,999 | 2% |

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| \$40,000-\$49,999 | 4% |
| \$50,000-\$59,999 | 9% |
| \$60,000-\$74,999 | 13% |
| \$75,000-\$99,999 | 19% |
| \$100,000-\$124,999 | 13% |
| \$125,000-\$149,999 | 11% |
| \$150,000-\$199,999 | 8% |
| \$200,000 | 4% |
| Mean: | \$90,230 |
| Median: | \$87,500 |
| Top 15 States visited on the same trip | |
| Virginia | 100% |
| Washington DC. | 18% |
| North Carolina | 14% |
| Maryland | 10% |
| West Virginia | 10% |
| Pennsylvania | 9% |
| South Carolina | 8% |
| Georgia | 7% |
| Tennessee | 6% |
| Ohio | 5% |
| Florida | 4% |
| New York | 4% |
| New Jersey | 3% |
| Delaware | 3% |
| Kentucky | 3% |
| Top 10 Other states plan to visit for leisure in the next 2 years | |
| Virginia | 43% |
| Florida | 37% |
| Maryland | 34% |
| New York | 29% |
| Washington D.C | 27% |
| Pennsylvania | 25% |
| North Carolina | 23% |
| South Carolina | 21% |
| California | 20% |
| Georgia | 14% |