

# VIRGINIA IS FOR LOVERS<sup>®</sup>

## Beach 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 a Beach Trip**.

Cells shaded in red indicate a sample size of less than 300. These data should be used with caution. The **margin of error is +/-6.35**.

	All
<b>Sample Size (N)</b>	<b>217</b>
<b>Weighted Percent of Total</b>	<b>100% (n= 210)</b>
<b>Primary purpose of trip</b>	
Visit friends/relatives	38%
Outdoor recreation	11%
Entertainment/Sightseeing	16%
Other pleasure/personal	20%
Personal business	3%
Business - Convention/Tradeshow	
Business - Conference/Seminar	1%
Employee Training/Seminar	2%
Client or Customer Meeting/Service	Less than 0.5%
Internal Business Meeting	2%
Sales/Marketing	1%
Incentive/Reward	
Internal Operations/Equipment Repair or Service	Less than 0.5%
Any Other General Business	2%
Other	4%
<b>All purposes of trip</b>	
Visit friends/relatives	56%
Outdoor recreation	48%
Entertainment/Sightseeing	53%
Other pleasure/personal	51%
Personal business	12%
Employee Training/Seminar	6%
Client or Customer Meeting/Service	9%
Internal Business Meeting	10%
Sales/Marketing	7%
Incentive/Reward	7%
Internal Operations/Equipment Repair or Service	7%
Any Other General Business	7%
Business - Convention/Tradeshow	6%

Business - Conference/Seminar	9%
Other	7%
<b>Month of Travel</b>	
July-2015	17%
August-2015	16%
September-2015	8%
October-2015	9%
November-2015	3%
December-2015	2%
January-2016	6%
February-2016	5%
March-2016	6%
April-2016	5%
May-2016	14%
June-2016	11%
<b>Total Travel Party Size</b>	
1	8%
2	36%
3	15%
4	29%
5+	11%
Mean:	<b>3.1</b>
Median:	<b>3.0</b>
<b>Travel Party Members under 18 years old</b>	
Travel parties that include children under 18	48%
<b>All Modes of Transportation Used on Trip</b>	
Own Auto/Truck	81%
Rental Car	16%
Camper/RV	3%
Ship/Boat	5%
Airplane	14%
Bus	5%
Train	8%
Motorcoach/Group Tour	3%
Other	4%
Motorcycle	3%
<b>Primary Modes of Transportation Used on Trip</b>	
Own Auto/Truck	77%

Rental Car	9%
Camper/RV	1%
Ship/Boat	1%
Airplane	10%
Bus	
Train	1%
Motorcoach/Group Tour	
Motorcycle	1%
Other	Less than 0.5%
<b>Total Nights Spent on Entire Trip</b>	
0	2%
1	4%
2	17%
3	8%
4	9%
5	14%
6	13%
7	7%
8-13	17%
14+	8%
Mean:	<b>6.8</b>
Median:	<b>5.0</b>
<b>Total Number of Nights at Lodging used anywhere in Virginia</b>	
0	13%
1	11%
2	17%
3	9%
4	10%
5+	41%
Mean (2015):	<b>4.8</b>
Median (2015):	<b>4.0</b>
Mean (2016):	<b>5.5</b>
Median (2016):	<b>4.0</b>
<b>Types of Lodging used anywhere is Virginia</b>	
Hotel	56%
B&B	3%
Private Home	28%
Personal Second Home/Condo	4%
Rental Condo	9%
Rental Home	9%
Time Share	9%

RV/Tent	6%
Other	4%
Shared Economy Property (airBnB, VRBO etc.)	2%
<b>Top 15 Brands of Hotel Stayed in the Longest in Virginia</b>	
Comfort Inns/Suites	14%
Hampton Inns/Suites	11%
Other	9%
Holiday Inn Express	9%
La Quinta Inns	7%
Hilton Hotels & Resorts	7%
Marriott Hotels/Resorts/Suites	5%
Sheraton Inns/Hotels/Resorts/Suites	5%
Best Western	4%
Wyndham Hotels & Resorts	4%
Motel 6	4%
Holiday Inn	3%
Quality Inn & Suites	2%
Courtyard by Marriott	2%
Ramada Inns/Hotels/Resorts	2%
<b>Travel Party Spending</b>	
\$0	2%
\$1 to less than \$100	
\$100 to less than \$250	
\$250 to less than \$500	
\$500 to less than \$750	20%
\$750 to less than \$1000	25%
\$1000+	54%
Mean:	<b>\$1,020</b>
Median:	<b>\$660</b>
<b>Traveler Spending in Virginia (Percentage of Total Spending By Category)**</b>	
Average spent on lodging	29%
Average spent on food/beverage/dining (excluding groceries)	19%
Average spent on groceries	7%
Average spent on entertainment (excluding gaming)/admissions	8%
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)	2%
Average spent on other	2%
Average spent on transportation to get to state	15%
Average spent on transportation within state	3%
Average spent on gasoline within state	5%

Average spent on parking/tolls within state	2%
<b>**Note: The questionnaire spending categories changed in Q3 2013.</b>	
<b>General activities/attractions visited in Virginia</b>	
<b><u>Arts &amp; Culture</u></b>	
Art galleries	12%
Historic sites/churches	14%
Museums	15%
Musical theater	6%
Old homes/mansions	6%
Symphony/opera/concert	1%
Theater/drama	5%
Native American ruins/Rock art	Less than 0.5%
Local/folk arts/crafts	3%
Musical performance/show	6%
<b><u>Adventure Sports</u></b>	
Hang gliding/ Skydiving/ Base jumping	1%
Hiking/ Backpacking/ Canyoneering	6%
Rock/mountain climbing	1%
Scuba diving/snorkeling	2%
Skiing/snowboarding	2%
Water skiing	3%
Whitewater rafting/ Kayaking/ Canoeing/ Paddleboarding	1%
Mountain biking	2%
<b><u>Sports and Recreation</u></b>	
Biking /Road biking/ Cycling	4%
Fishing	10%
Golf	6%
Horseback riding	1%
Hunting	2%
Sports events - Major/ Professional	3%
Motor boat/Jet ski	3%
Motor sports - NASCAR/Indy	1%
Sailing	4%
Snowmobiling	1%
Snow sports other than skiing or snowmobiling	1%
Tennis	3%
ATV/Four-wheeling	2%
Horseracing	2%
Sports events - Youth/ Amateur/ Collegiate/ Other (spectator)	4%
Sports events - Youth/ Amateur/ Collegiate/ Other (participant)	2%
<b><u>Nature / Outdoor Activities</u></b>	
Beach	100%
Bird watching	5%
Camping	9%
Caverns	2%

<b>Gardens</b>	7%
<b>Nature travel/ecotouring</b>	5%
<b>Wildlife viewing</b>	9%
<b>Farms/ Ranches/ Agri-tours</b>	2%
<b>Other nature (photography, rockhound, etc)</b>	8%
<b>State park/Monuments/ Recreation areas</b>	18%
<b>National park/Monuments/ Recreation areas</b>	12%

<b><u>Entertainment / Amusement</u></b>	
Casino/gaming	6%
Fine dining	30%
Nightclub/dancing	11%
Shopping	54%
Spa/health club	7%
Special events/Festivals (e.g., Mardi Gras, hot air balloon races)	3%
Theme park/ Amusement park/ Water park	14%
Wine tasting/winery tour	5%
Craft breweries	5%
Distilleries	1%
Rodeo/State fair	1%
<b><u>Family Activities</u></b>	
Family reunion	10%
High School/College reunion	1%
Visiting friends	24%
Visiting relatives	25%
<b><u>Sightseeing</u></b>	
Rural sightseeing	18%
Urban sightseeing	14%
Area where a TV show or movie was filmed *	3%
<b>Satisfaction with experience in Virginia</b>	
Not At all Satisfied	
Not Very Satisfied	
Somewhat Satisfied	7%
Very Satisfied	35%
Extremely Satisfied	58%
<b>Advance planning time - considered visiting Virginia</b>	
Less than 2 weeks before the visit	16%
Within 2 weeks-4 weeks of visit	9%
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	22%
At least 6 months, but less than 1 year before the visit	19%
More than a year before the visit	13%
<b>Advanced planning time - decided to visit Virginia</b>	
Less than 2 weeks before the visit	21%
Within 2 weeks-4 weeks of visit	16%
At least 1 month, but less than 3 months before the visit	19%
At least 3 months, but less than 6 months before the visit	23%
At least 6 months, but less than 1 year before the visit	14%
More than a year before the visit	6%

<b>Planning information sources for Virginia</b>	
<b>Offline Sources</b>	
Friends/relatives	38%
Own experience	39%
Travel Agent (in person or by phone)	3%
Travel book	6%
Newspaper	4%
Magazine	7%
TV	9%
Radio	5%
Destination printed material	12%
Travel provider (airline, hotel, rental car, cruise, etc.) either in person or by phone	7%
<b>Other 'offline' planning sources(s)</b>	
Corporate travel department (in person or by phone)	2%
<b>Online sources</b>	
Online full service travel website (Expedia, Travelocity, etc.)	14%
Corporate desktop travel tool/Intranet	2%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	3%
Travel provider website (airline, hotel, rental car, cruise, tour)	9%
Travel club (AAA)	8%
Other online planning sources(s)	3%
Destination website (official site of state, city or attraction)	26%
Pinterest	4%
Facebook	17%
Instagram	3%
Twitter	9%
Travel review sites (TripAdvisor, Yelp, etc.)	13%
Yahoo Trip Planner	2%
VibeAgent	1%
Mobile Web Browsing	4%
Search engines (Google, Bing, Yahoo, etc.)	30%
MySpace	
Blogs	1%
Online forums	3%
Other mobile sites	
<b>Other</b>	
Someone else planned for me and I don't know the method	3%
Other social/commercial networking sources	
No plans were made for this destination	10%
<b>Booking methods used for Virginia</b>	
<b>Offline Methods</b>	
Travel Agent	8%
Directly with travel provider in person/phone	16%
Travel club (e.g. AAA)	6%



Corporate travel department	7%
Directly with destination or attraction (tourist/visitor center etc.) in person or by phone	18%
Other 'offline' booking method	1%
<b>Online Methods</b>	
Corporate desktop travel tool/intranet	5%
Travel provider website (airline, hotel, rental car, cruise, tour)	14%
Destination website	14%
Online travel agency (Expedia, Travelocity, etc.)	17%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	4%
Some other online booking method	3%
<b>Other</b>	
Someone else booked for me and I don't know the method	6%
No bookings were made for this destination	31%
Unsure, I just used link from social/commercial networking or mobile source *	1%
<b>Top 10 other states visited for leisure in the past 12 months</b>	
Virginia	66%
North Carolina	36%
Maryland	32%
Florida	28%
Washington D.C	26%
New York	25%
Pennsylvania	25%
New Jersey	24%
West Virginia	23%
South Carolina	20%
<b>Travel party origin - Top 10 DMAs (Designated Marketing Areas) for the profiled travel segment</b>	
New York	13%
Washington, DC (Hagerstown)	12%
Richmond-Petersburg	6%
Boston (Manchester)	5%
Philadelphia	5%
Greenville-Spartanburg-Asheville-Anderson	4%
Pittsburgh	4%
Norfolk-Portsmouth-Newport News	4%
Roanoke-Lynchburg	3%
Baltimore	3%
<b>Travel party origin - Top 10 States for the profiled travel segment</b>	
Virginia	24%
Pennsylvania	10%
New York	10%
North Carolina	9%

Maryland	7%
Ohio	7%
New Jersey	6%
Massachusetts	6%
Florida	5%
West Virginia	5%
<b>Ethnicity of household head</b>	
White	88%
Black/African American	7%
Asian or Pacific Islander	4%
Other	Less than 0.5%
No answer	Less than 0.5%
<b>Hispanic origin of household head</b>	
Yes	6%
No	94%
<b>Household size</b>	
1	9%
2	33%
3	16%
4	21%
5+	21%
<b>Age of respondent</b>	
18-24	8%
25-34	19%
35-44	23%
45-54	22%
55-64	19%
65+	8%
Mean:	<b>45</b>
Median:	<b>45</b>
<b>Marital status</b>	
Now married	66%
Never married	20%
Divorced, Widowed, Separated	14%
<b>Respondent education</b>	
Grade School	
Some High School	3%

<b>Graduated High School</b>	13%
<b>Some College - no degree</b>	12%
<b>Graduated College - Associate's degree (2 year)</b>	17%
<b>Graduated College - Bachelor's degree (4 year)</b>	35%
<b>Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS, etc</b>	20%

<b>Annual household Income</b>	
Under \$10,000	2%
\$10,000-\$14,999	2%
\$15,000-\$19,999	2%
\$20,000-\$24,999	1%
\$25,000-\$29,999	3%
\$30,000-\$34,999	3%
\$35,000-\$39,999	3%
\$40,000-\$49,999	7%
\$50,000-\$59,999	14%
\$60,000-\$74,999	12%
\$75,000-\$99,999	15%
\$100,000-\$124,999	13%
\$125,000-\$149,999	9%
\$150,000-\$199,999	12%
\$200,000	1%
Mean:	<b>\$86,000</b>
Median:	<b>\$88,000</b>
<b>Top 15 States visited on the same trip</b>	
Virginia	100%
North Carolina	31%
South Carolina	16%
Maryland	15%
West Virginia	12%
Florida	12%
Georgia	10%
New Jersey	8%
Delaware	8%
Washington DC.	8%
Pennsylvania	7%
Ohio	5%
New York	5%
California	4%
Rhode Island	3%
<b>Top 10 Other states plan to visit for leisure in the next 2 years</b>	
Florida	39%
Virginia	38%
Maryland	26%
California	26%
Washington D.C	26%
North Carolina	25%
New York	24%
South Carolina	23%

<b>Pennsylvania</b>	14%
<b>New Jersey</b>	14%