

# VIRGINIA IS FOR LOVERS<sup>®</sup>

## Beverages Travel Profile

Source: TNS TravelsAmerica, FY2016

Household trips by 50+ miles, one-way, away from home including day trips or with one or more nights away from home to Virginia during FY2016 including Craft Breweries, Distilleries, and wine tasting/winery tour.

Cells shaded in red indicate a sample size of less than 300. These data should be used with caution. The Margin of error is +/- 7.86.

	All
<b>Sample Size (N)</b>	<b>143</b>
<b>Weighted Percent of Total</b>	<b>100% (n= 146)</b>
<b>Primary purpose of trip</b>	
Visit friends/relatives	48%
Outdoor recreation	8%
Entertainment/Sightseeing	25%
Other pleasure/personal	8%
Personal business	Less than 0.5%
Business - Convention/Tradeshow	
Business - Conference/Seminar	1%
Employee Training/Seminar	1%
Client or Customer Meeting/Service	4%
Internal Business Meeting	
Sales/Marketing	1%
Incentive/Reward	
Internal Operations/Equipment Repair or Service	
Any Other General Business	2%
Other	2%
<b>All purposes of trip</b>	
Visit friends/relatives	65%
Outdoor recreation	38%
Entertainment/Sightseeing	51%
Other pleasure/personal	39%
Personal business	10%
Employee Training/Seminar	9%
Client or Customer Meeting/Service	10%
Internal Business Meeting	7%
Sales/Marketing	6%

Incentive/Reward	7%
Internal Operations/Equipment Repair or Service	7%
Any Other General Business	9%
Business - Convention/Tradeshow	8%
Business - Conference/Seminar	7%
Other	6%
<b>Month of Travel</b>	
July-2015	8%
August-2015	13%
September-2015	7%
October-2015	6%
November-2015	10%
December-2015	9%
January-2016	5%
February-2016	1%
March-2016	5%
April-2016	7%
May-2016	20%
June-2016	10%
<b>Total travel party size</b>	
1	21%
2	45%
3	6%
4	16%
5+	11%
Mean:	<b>2.6</b>
Median:	<b>2.0</b>
<b>Travel party members under 18 years old</b>	
Travel parties that include children under 18	22%
<b>All Modes of Travel Used on Entire Trip</b>	
Own Auto/Truck	84%
Rental Car	15%
Camper/RV	2%
Ship/Boat	3%
Airplane	11%
Bus	5%
Train	5%
Motorcoach/Group Tour	6%

Other	1%
Motorcycle	1%
<b>Primary Mode of Travel used on Entire Trip</b>	
Own Auto/Truck	82%
Rental Car	10%
Camper/RV	
Ship/Boat	
Airplane	7%
Bus	
Train	
Motorcoach/Group Tour	
Motorcycle	
Other	Less than 0.5%
<b>Total Nights Spent on Entire Trip</b>	
0	6%
1	14%
2	21%
3	6%
4	10%
5	6%
6	8%
7	10%
8-13	11%
14+	8%
Mean:	<b>6.3</b>
Median:	<b>4.0</b>
<b>Total Number of Nights at Lodging used anywhere in Virginia</b>	
0	15%
1	13%
2	22%
3	12%
4	9%
5+	30%
Mean (2015):	<b>4.4</b>
Median (2015):	<b>3.0</b>
Mean (2016):	<b>4.7</b>
Median (2016):	<b>2.0</b>
<b>Types of Lodging used anywhere in Virginia</b>	

Hotel	49%
B&B	8%
Private Home	40%
Personal Second Home/Condo	2%
Rental Condo	5%
Rental Home	5%
Time Share	7%
RV/Tent	1%
Other	1%
Shared Economy Property (AirBnB, VRBO, etc)	1%
<b>Top 15 brands of hotel stayed in the longest in Virginia</b>	
Best Western	11%
Holiday Inn	8%
Other	8%
Comfort Inns/Suites	7%
Courtyard by Marriott	6%
Extended Stay America	5%
Residence Inn by Marriott	5%
Holiday Inn Express	5%
Hilton Garden Inn	5%
Hilton Hotels & Resorts	5%
Embassy Suites	4%
Doubletree Hotels/Suites	3%
Econo Lodge	3%
Homewood Suites	3%
Park Hyatt	3%
<b>Travel Party Spending</b>	
\$0	3%
\$1 to less than \$100	3%
\$100 to less than \$250	
\$250 to less than \$500	
\$500 to less than \$750	30%
\$750 to less than \$1000	17%
\$1000+	47%
Mean:	<b>\$811</b>
Median:	<b>\$450</b>
<b>Traveler Spending in Virginia (Percentage of Total Spending by Category)**</b>	
Average spent on Lodging	28%
Average spent on food/beverage/dining (excluding groceries)	21%

Average spent on groceries	5%
Average spent on entertainment (excluding gaming)/admissions	7%
Average spent on (casino) gaming	1%
Average spent on shopping/gifts/souvenirs	9%
Average spent on amenities (golf fees,spa,health club,ski passes,etc)	1%
Average spent on other	2%
Average spent on transportation to get to state	16%
Average spent on transportation within state	3%
Average spent on gasoline within state	6%
Average spent on parking/tolls within state	1%
<b>**Note: The questionnaire spending categories changed in Q3 2013.</b>	
<b>General activities/attractions visited in Virginia</b>	
<b><u>Arts and Culture</u></b>	
Art galleries	15%
Historic sites/churches	29%
Museums	22%
Musical theater	5%
Old homes/mansions	16%
Symphony/opera/concert	1%
Theater/drama	6%
Native American ruins/Rock art	
Local/folk arts/crafts	10%
Musical performance/show	6%
<b><u>Adventure Sports</u></b>	
Hang gliding/ Skydiving/ Base jumping	1%
Hiking/ Backpacking/ Canyoneering	7%
Rock/mountain climbing	2%
Scuba diving/snorkeling	1%
Skiing/snowboarding	1%
Water skiing	1%
Whitewater rafting/ Kayaking/ Canoeing/ Paddleboarding	3%
Mountain biking	1%
<b><u>Sports and Recreation</u></b>	
Biking /Road biking/ Cycling	1%
Fishing	1%
Golf	1%
Horseback riding	1%
Hunting	1%
Sports events - Major/ Professional	2%
Motor boat/Jet ski	2%
Motor sports - NASCAR/Indy	1%
Sailing	4%
Snowmobiling	1%

<b>Snow sports other than skiing or snowmobiling</b>	
<b>Tennis</b>	
<b>ATV/Four-wheeling</b>	1%
<b>Horseracing</b>	1%
<b>Sports events - Youth/ Amateur/ Collegiate/ Other (spectator)</b>	2%
<b>Sports events - Youth/ Amateur/ Collegiate/ Other (participant)</b>	
<b><u>Nature/Outdoor Activities</u></b>	
<b>Beach</b>	15%
<b>Bird watching</b>	2%
<b>Camping</b>	3%
<b>Caverns</b>	5%
<b>Gardens</b>	12%
<b>Nature travel/ecotouring</b>	3%
<b>Wildlife viewing</b>	5%
<b>Farms/ Ranches/ Agri-tours</b>	4%
<b>Other nature (photography, rockhound, etc)</b>	7%
<b>State park/Monuments/ Recreation areas</b>	14%
<b>National park/Monuments/ Recreation areas</b>	15%
<b><u>Entertainment/Amusement</u></b>	
<b>Casino/gaming</b>	2%
<b>Fine dining</b>	22%
<b>Nightclub/dancing</b>	5%
<b>Shopping</b>	33%
<b>Spa/health club</b>	4%
<b>Special events/Festivals (e.g., Mardi Gras, hot air balloon races)</b>	4%
<b>Theme park/ Amusement park/ Water park</b>	6%
<b>Wine tasting/winery tour</b>	64%
<b>Rodeo/State fair</b>	Less than 0.5%
<b>Craft breweries</b>	44%
<b>Distilleries</b>	11%
<b><u>Family Activities</u></b>	
<b>Family reunion</b>	9%
<b>High School/College reunion</b>	3%
<b>Visiting friends</b>	26%
<b>Visiting relatives</b>	20%
<b><u>Sightseeing</u></b>	
<b>Rural sightseeing</b>	23%
<b>Urban sightseeing</b>	14%
<b>Area where a TV show or movie was filmed</b>	3%
<b>Satisfaction with experience in Virginia</b>	
<b>Not At all Satisfied</b>	
<b>Not Very Satisfied</b>	
<b>Somewhat Satisfied</b>	7%

<b>Very Satisfied</b>	34%
<b>Extremely Satisfied</b>	59%
<b>Advance planning time - considered visiting Virginia</b>	
Less than 2 weeks before the visit	19%
Within 2 weeks-4 weeks of visit	15%
At least 1 month, but less than 3 months before the visit	24%
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	16%
More than a year before the visit	9%
<b>Advanced planning time - decided to visit Virginia</b>	
Less than 2 weeks before the visit	27%
Within 2 weeks-4 weeks of visit	17%
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	15%
At least 6 months, but less than 1 year before the visit	14%
More than a year before the visit	4%
<b>Planning information sources for Virginia</b>	
<u>Offline Sources</u>	
Friends/relatives	38%
Own experience	43%
Travel Agent (in person or by phone)	
Travel book	5%
Newspaper	5%
Magazine	5%
TV	6%
Radio	2%
Destination printed material	6%
Travel provider (airline, hotel, rental car, cruise, etc.) either in person or by phone	4%
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	2%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	2%
Travel provider website (airline, hotel, rental car, cruise, tour)	9%
Travel club (AAA)	14%
Other online planning sources(s)	1%
Destination website (official site of state, city or attraction)	21%
Pinterest	3%

Facebook	16%
Instagram	2%
Twitter	4%
Travel review sites (TripAdvisor, Yelp, etc.)	12%
Yahoo Trip Planner	1%
VibeAgent	
Mobile Web Browsing	5%
Search engines (Google, Bing, Yahoo, etc.)	22%
MySpace	
Blogs	3%
Online forums	Less than 0.5%
Other mobile sites	
<u>Other</u>	
Someone else planned for me and I don't know the method	2%
Other social/commercial networking sources	Less than 0.5%
No plans were made for this destination	16%
<b>Booking methods used for Virginia</b>	
<u>Offline Methods</u>	
Travel Agent	3%
Directly with travel provider in person/phone	9%
Travel club (e.g. AAA)	10%
Corporate travel department	2%
Directly with destination or attraction (tourist/visitor center etc.) in person or by phone	15%
Other 'offline' booking method	Less than 0.5%
<u>Online Methods</u>	
Corporate desktop travel tool/intranet	2%
Travel provider website (airline, hotel, rental car, cruise, tour)	11%
Destination website	14%
Online travel agency (Expedia, Travelocity, etc.)	16%
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	9%
No bookings were made for this destination	41%
<b>Top 10 other states visited for leisure in the past 12 months</b>	
Virginia	79%
Washington D.C	44%
North Carolina	33%
Maryland	32%
Pennsylvania	29%
New York	29%



Florida	28%
New Jersey	21%
Georgia	20%
South Carolina	20%
<b>Travel party origin - Top 10 DMAs (Designated Marketing Areas) for the profiled travel segment</b>	
Washington, DC (Hagerstown)	22%
Norfolk-Portsmouth-Newport News	7%
New York	7%
Philadelphia	6%
Greenville-Spartanburg-Asheville-Anderson	5%
Raleigh-Durham (Fayetteville)	4%
Baltimore	4%
Pittsburgh	3%
Boston (Manchester)	3%
Richmond-Petersburg	3%
<b>Travel party origin - Top 10 States for the profiled travel segment</b>	
Virginia	32%
North Carolina	11%
Maryland	10%
New Jersey	8%
Pennsylvania	7%
Massachusetts	5%
California	4%
Florida	4%
New York	3%
North Dakota	2%
<b>Ethnicity of household head</b>	
White	90%
Black/African American	6%
Asian or Pacific Islander	1%
American Indian, Aleut Eskimo	2%
Other	1%
<b>Hispanic origin of household head</b>	
Yes	7%
No	93%
<b>Household size</b>	

1	19%
2	45%
3	16%
4	10%
5+	10%
<b>Age of respondent</b>	
18-24	7%
25-34	32%
35-44	19%
45-54	8%
55-64	19%
65+	15%
Mean:	<b>44</b>
Median:	<b>39</b>
<b>Marital status</b>	
Now married	55%
Never married	32%
Divorced, Widowed, Separated	13%
<b>Respondent education</b>	
Grade School	
Some High School	1%
Graduated High School	8%
Some College - no degree	11%
Graduated College - Associate's degree (2 year)	16%
Graduated College - Bachelor's degree (4 year)	44%
Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS, etc	20%
<b>Annual household income</b>	
Under \$10,000	2%
\$10,000-\$14,999	1%
\$15,000-\$19,999	3%
\$20,000-\$24,999	3%
\$25,000-\$29,999	4%
\$30,000-\$34,999	2%
\$35,000-\$39,999	4%
\$40,000-\$49,999	5%
\$50,000-\$59,999	5%
\$60,000-\$74,999	13%
\$75,000-\$99,999	20%
\$100,000-\$124,999	13%

\$125,000-\$149,999	11%
\$150,000-\$199,999	11%
\$200,000	3%
Mean:	<b>\$91,770</b>
Median:	<b>\$87,500</b>
<b>Top 15 States visited on the same trip</b>	
Virginia	100%
North Carolina	15%
West Virginia	13%
Washington DC.	11%
Maryland	9%
South Carolina	8%
Pennsylvania	7%
Tennessee	7%
Georgia	6%
Kentucky	5%
Delaware	5%
New Jersey	4%
Florida	4%
South Dakota	4%
Ohio	3%
<b>Top 10 Other states plan to visit for leisure in the next 2 years</b>	
Virginia	44%
Maryland	33%
Florida	30%
New York	27%
California	25%
Washington D.C	25%
North Carolina	22%
South Carolina	20%
Tennessee	17%
Pennsylvania	17%