

# VIRGINIA IS FOR LOVERS<sup>®</sup>

## Business Travel Profile to Virginia

Source: TNS Travels America 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 **business purposes**.

Cell shaded in red indicate a sample size of less than 300. These data should be used with caution. The margin of error is +/- 6.41.

	<b>All</b>
<b>Sample Size (N)</b>	<b>213</b>
<b>Weighted Percent of Total</b>	<b>100% (n= 212)</b>
<b>Primary purpose of trip</b>	
Business - Convention/Tradeshow	1%
Business - Conference/Seminar	12%
Employee Training/Seminar	25%
Client or Customer Meeting/Service	15%
Internal Business Meeting	5%
Sales/Marketing	8%
Incentive/Reward	Less than 0.5%
Internal Operations/Equipment Repair or Service	3%
Any Other General Business	32%
<b>All purposes of trip</b>	
Visit friends/relatives	20%
Outdoor recreation	14%
Entertainment/Sightseeing	23%
Other pleasure/personal	17%
Personal business	15%
Employee Training/Seminar	30%
Client or Customer Meeting/Service	23%
Internal Business Meeting	11%
Sales/Marketing	15%
Incentive/Reward	8%
Internal Operations/Equipment Repair or Service	9%
Any Other General Business	38%
Business - Convention/Tradeshow	9%
Business - Conference/Seminar	22%
Other	Less than 0.5%

<b>Month of Travel</b>	
July-2015	11%
August-2015	10%
September-2015	7%
October-2015	13%
November-2015	7%
December-2015	9%
January-2016	9%
February-2016	2%
March-2016	2%
April-2016	11%
May-2016	11%
June-2016	10%
<b>Total travel party size</b>	
1	48%
2	24%
3	8%
4	10%
5+	10%
Mean:	<b>2.2</b>
Median:	<b>2.0</b>
<b>Travel Party Members under 18 years old</b>	
Travel parties that include children under 18	15%
<b>All Modes of Transportation Used on Trip</b>	
Own Auto/Truck	50%
Rental Car	35%
Camper/RV	5%
Ship/Boat	7%
Airplane	34%
Bus	9%
Train	12%
Motorcoach/Group Tour	3%
Other	7%
Motorcycle	2%
<b>Primary Modes of Transportation Used on Trip</b>	
Own Auto/Truck	45%
Rental Car	16%

Camper/RV	Less than 0.5%
Ship/Boat	2%
Airplane	26%
Bus	Less than 0.5%
Train	4%
Motorcoach/Group Tour	
Motorcycle	
Other	6%
<b>Total Nights Spent on Entire Trip</b>	
0	15%
1	12%
2	14%
3	16%
4	13%
5	8%
6	7%
7	2%
8-13	3%
14+	11%
Mean:	<b>5.1</b>
Median:	<b>3.0</b>
<b>Total Number of Nights at Lodging used anywhere in Virginia</b>	
0	36%
1	15%
2	15%
3	9%
4	8%
5+	17%
Mean (2015):	<b>3.3</b>
Median (2015):	<b>1.0</b>
Mean (2016):	<b>2.4</b>
Median (2016):	<b>1.0</b>
<b>Types of Lodging used anywhere in Virginia</b>	
Hotel	81%
B&B	4%
Private Home	15%
Personal Second Home/Condo	4%
Rental Condo	3%
Rental Home	4%
Time Share	5%

RV/Tent	6%
Other	7%
Shared Economy Property (AirBnB, VRBO, etc)	
<b>Top 15 Brands of Hotel Stayed in the Longest in Virginia</b>	
Holiday Inn Express	13%
Courtyard by Marriott	9%
Comfort Inns/Suites	9%
Hampton Inns/Suites	7%
Hilton Hotels & Resorts	5%
Hilton Garden Inn	5%
Days Inn	5%
Other	4%
Holiday Inn	4%
Residence Inn by Marriott	4%
Candlewood Suites	3%
La Quinta Inns	3%
Sheraton Inns/Hotels/Resorts/Suites	3%
Marriott Hotels/Resorts/Suites	3%
Hyatt Hotels	3%
<b>Travel Party Spending</b>	
\$0	4%
\$1 to less than \$100	23%
\$100 to less than \$250	16%
\$250 to less than \$500	12%
\$500 to less than \$750	10%
\$750 to less than \$1000	10%
\$1000+	24%
Mean::	<b>\$754</b>
Median:	<b>\$370</b>
<b>Traveler Spending in Virginia (Percentage of Total Spending By Category)**</b>	
Total \$s spent on lodging	30%
Total \$s spent on food/beverage/dining (excluding groceries)	16%
Total \$s spent on groceries	3%
Total \$s spent on entertainment (excluding gaming)/admissions	4%
Total \$s spent on (casino) gaming	2%
Total \$s spent on shopping/gifts/souvenirs	7%
Total \$s spent on amenities (golf fees,spa,health club,ski passes,etc)	3%
Total \$s spent on other	3%
Total \$s spent on transportation to get to state	21%
Total \$s spent on transportation within state	5%

Total \$s spent on gasoline within state	5%
Total \$s 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	9%
Historic sites/churches	10%
Museums	12%
Musical theater	4%
Old homes/mansions	4%
Symphony/opera/concert	
Theater/drama	5%
Native American ruins/Rock art	1%
Local/folk arts/crafts	4%
Musical performance/show	5%
<b><u>Adventure Sports</u></b>	
Hang gliding/ Skydiving/ Base jumping	Less than 0.5%
Hiking/ Backpacking/ Canyoneering	3%
Rock/mountain climbing	2%
Scuba diving/snorkeling	1%
Skiing/snowboarding	2%
Water skiing	1%
Whitewater rafting/ Kayaking/ Canoeing/ Paddleboarding	2%
Mountain biking	Less than 0.5%
<b><u>Sports and Recreation</u></b>	
Biking /Road biking/ Cycling	3%
Fishing	3%
Golf	Less than 0.5%
Horseback riding	1%
Hunting	1%
Sports events - Major/ Professional	4%
Motor boat/Jet ski	2%
Motor sports - NASCAR/Indy	1%
Sailing	2%
Snowmobiling	1%
Snow sports other than skiing or snowmobiling	
Tennis	2%
ATV/Four-wheeling	2%
Horseracing	
Sports events - Youth/ Amateur/ Collegiate/ Other (spectator)	2%
Sports events - Youth/ Amateur/ Collegiate/ Other (participant)	1%
<b><u>Nature / Outdoor Activities</u></b>	
Beach	9%

Bird watching	2%
Camping	6%
Caverns	1%
Gardens	5%
Nature travel/ecotouring	2%
Wildlife viewing	5%
Farms/ Ranches/ Agri-tours	2%
Other nature (photography, rockhound, etc)	4%
State park/Monuments/ Recreation areas	6%
National park/Monuments/ Recreation areas	7%
<b>Entertainment / Amusement</b>	
Casino/gaming	5%
Fine dining	14%
Nightclub/dancing	8%
Shopping	13%
Spa/health club	6%
Special events/Festivals (e.g., Mardi Gras, hot air balloon races)	2%
Theme park/ Amusement park/ Water park	2%
Wine tasting/winery tour	3%
Craft breweries	2%
Distilleries	Less than 0.5%
Rodeo/State fair	
<b>Family Activities</b>	
Family reunion	3%
High School/College reunion	1%
Visiting friends	10%
Visiting relatives	7%
<b>Sightseeing</b>	
Rural sightseeing	8%
Urban sightseeing	10%
Area where a TV show or movie was filmed *	Less than 0.5%
None of the above	51%
<b>Satisfaction with experience in Virginia</b>	
Not At all Satisfied	1%
Not Very Satisfied	Less than 0.5%
Somewhat Satisfied	17%
Very Satisfied	49%
Extremely Satisfied	33%
<b>Advance planning time - considered visiting Virginia</b>	
Less than 2 weeks before the visit	30%
Within 2 weeks-4 weeks of visit	20%

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	13%
At least 6 months, but less than 1 year before the visit	5%
More than a year before the visit	8%
<b>Advanced planning time - decided to visit Virginia</b>	
Less than 2 weeks before the visit	39%
Within 2 weeks-4 weeks of visit	25%
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	10%
At least 6 months, but less than 1 year before the visit	5%
More than a year before the visit	3%
<b>Planning information sources for Virginia</b>	
<u>Offline Sources</u>	
Friends/relatives	14%
Own experience	30%
Travel Agent (in person or by phone)	1%
Travel book	3%
Newspaper	5%
Magazine	7%
TV	6%
Radio	4%
Destination printed material	5%
Travel provider (airline, hotel, rental car, cruise, etc.) either in person or by phone	9%
Other 'offline' planning sources(s)	2%
Corporate travel department (in person or by phone)	7%
<u>Online sources</u>	
Corporate desktop travel tool/Intranet	10%
Online full service travel website (Expedia, Travelocity, etc.)	5%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	3%
Travel provider website (airline, hotel, rental car, cruise, tour)	11%
Travel club (AAA)	5%
Other online planning sources(s)	1%
Destination website (official site of state, city or attraction)	12%
Pinterest	4%
Facebook	13%
Instagram	2%
Twitter	4%
Travel review sites (TripAdvisor, Yelp, etc.)	6%
Yahoo Trip Planner	3%
VibeAgent	1%
Mobile Web Browsing	7%

Search engines (Google, Bing, Yahoo, etc.)	15%
MySpace	
Blogs	3%
Online forums	2%
Other mobile sites	
<u>Other</u>	
Someone else planned for me and I don't know the method	5%
Other social/commercial networking sources	2%
No plans were made for this destination	22%
<b>Booking methods used for Virginia</b>	
<u>Offline Methods</u>	
Travel Agent	7%
Directly with travel provider in person/phone	11%
Travel club (e.g. AAA)	4%
Corporate travel department	11%
Directly with destination or attraction (tourist/visitor center etc.) in person or by phone	11%
Other 'offline' booking method	2%
<u>Online Methods</u>	
Corporate desktop travel tool/intranet	12%
Travel provider website (airline, hotel, rental car, cruise, tour)	14%
Destination website	9%
Online travel agency (Expedia, Travelocity, etc.)	13%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	5%
Some other online booking method	2%
<u>Other</u>	
Someone else booked for me and I don't know the method	10%
No bookings were made for this destination	35%
Unsure, I just used link from social/commercial networking or mobile source *	
<b>Top 10 other states visited for leisure in the past 12 months</b>	
Virginia	61%
Florida	42%
Washington D.C	34%
North Carolina	33%
Maryland	33%
Georgia	26%
South Carolina	24%
New York	24%
California	23%
Pennsylvania	23%



<b>Travel party origin - Top 10 DMAs (Designated Marketing Areas) for the profiled travel segment</b>	
Washington, DC (Hagerstown)	15%
Norfolk-Portsmouth-Newport News	7%
Roanoke-Lynchburg	6%
Philadelphia	5%
Richmond-Petersburg	5%
New York	5%
Miami-Ft. Lauderdale	5%
Jacksonville	3%
Chicago	3%
Minot-Bismarck-Dickinson (Williston)	3%
<b>Travel party origin - Top 10 States for the profiled travel segment</b>	
Virginia	32%
Florida	10%
Maryland	7%
California	6%
Pennsylvania	6%
North Carolina	5%
New Jersey	4%
New York	4%
Texas	4%
Illinois	3%
<b>Ethnicity of Household Head</b>	
White	80%
Black/African American	12%
Asian or Pacific Islander	5%
Other	3%
No answer	Less than 0.5%
<b>Hispanic origin of Household Head</b>	
Yes	9%
No	91%
<b>Household Size</b>	
1	9%
2	43%
3	18%
4	15%
5+	15%

<b>Age of Respondent</b>	
18-24	10%
25-34	24%
35-44	25%
45-54	21%
55-64	16%
65+	5%
Mean:	<b>42</b>
Median:	<b>41</b>
<b>Marital Status</b>	
Now married	60%
Never married	28%
Divorced, Widowed, Separated	11%
<b>Respondent Education</b>	
Graduated High School	6%
Some College - no degree	21%
Graduated College - Associate's degree (2 year)	9%
Graduated College - Bachelor's degree (4 year)	37%
Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS, etc	28%
<b>Annual Household Income</b>	
Under \$10,000	1%
\$10,000-\$14,999	1%
\$15,000-\$19,999	3%
\$20,000-\$24,999	1%
\$25,000-\$29,999	2%
\$30,000-\$34,999	3%
\$35,000-\$39,999	5%
\$40,000-\$49,999	6%
\$50,000-\$59,999	5%
\$60,000-\$74,999	9%
\$75,000-\$99,999	22%
\$100,000-\$124,999	19%
\$125,000-\$149,999	5%
\$150,000-\$199,999	12%
\$200,000	7%
Mean:	<b>\$100,000</b>
Median:	<b>\$88,000</b>

<b>Top 15 States visited on the same trip</b>	
Virginia	100%
Washington DC.	11%
North Carolina	10%
Maryland	9%
New York	7%
Pennsylvania	6%
South Carolina	6%
Georgia	5%
Florida	5%
New Jersey	4%
Tennessee	4%
Kentucky	3%
West Virginia	2%
Rhode Island	2%
Texas	1%
<b>Top 10 States plan to visit for Leisure in the next 2 years</b>	
Florida	32%
Virginia	31%
New York	27%
Maryland	24%
Washington D.C	22%
North Carolina	19%
Pennsylvania	17%
New Jersey	15%
Georgia	13%
South Carolina	12%