

VIRGINIA IS FOR LOVERS[®]

Central Virginia Region Travel Profile

Source: VA Module of TNS TravelsAmerica, FY 2016

Household trips 50+ miles, one-way, away from home including day trips or with one or more nights away from home to **Central Virginia Region** during **FY 2016**.

	All
Sample Size (N)	489
Weighted Percent of Total	100% (n=561)
Primary purpose of Trip	
Visit friends/relatives	45%
Outdoor recreation	10%
Entertainment/Sightseeing	12%
Other pleasure/personal	16%
Personal business	5%
Business - Convention/tradeshaw	
Business - Conference/seminar	1%
Employee Training/Seminar	2%
Client or Customer Meeting/Service	1%
Internal Business Meeting	1%
Sales/Marketing	Less than 0.5%
Incentive/Reward	Less than 0.5%
Internal Operations/Equipment Repair or Service	1%
All Other General Business	3%
Other	3%
All purposes of trip	
Q1A Visit friends/relatives - All purposes for trip	56%
Q1A Outdoor recreation - All purposes for trip	26%
Q1A Entertainment/Sightseeing - All purposes for trip	33%
Q1A Other pleasure/personal - All purposes for trip	35%
Q1A Personal business - All purposes for trip	13%
* Q1A Business - Employee Training/Seminar - All purposes for trip	7%
* Q1A Business - Client or Customer Meeting/Service - All purposes for trip	6%
* Q1A Business - Internal Business Meeting - All purposes for trip	6%
* Q1A Business - Sales/Marketing - All purposes for trip	5%
* Q1A Business - Incentive/Reward - All purposes for trip	4%
* Q1A Business - Internal Operations/Equipment Repair or Service - All purposes for trip	4%
* Q1A Business - Any Other General Business - All purposes for trip	7%
Q1A Business - Convention/Tradeshaw - All purposes for trip	5%

Q1A Business - Conference/Seminar - All purposes for trip	6%
Q1A Other - All purposes for trip	5%
Month of Travel	
July-2015	17%
August-2015	13%
September-2015	10%
October-2015	9%
November-2015	9%
December-2015	9%
January-2016	7%
February-2016	5%
March-2016	8%
April-2016	6%
May-2016	5%
June-2016	3%
Holiday Travel	
VA1_1. Did your ... trip to Virginia include a holiday or a holiday weekend?	30%
Weekend Getaway	
VA2_1. Did this trip include a Friday night and/or a Saturday night in Virginia?	66%
Total travel party size	
1	18%
2	36%
3	17%
4	17%
5	9%
6+	3%
Mean:	2.8
Median:	2.0
Age of Travel Party Members	
VA5_1_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - Under 6 years	9%
VA5_2_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 6 - 12	10%
VA5_3_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 13 - 17	5%
VA5_4_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 18 - 24	6%
VA5_5_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 25 - 34	16%

VA5_6_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 35 - 44	15%
VA5_7_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 45 - 54	14%
VA5_8_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 55 - 64	15%
VA5_9_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 65 and over	10%
Travel Party Members Under 18 Years Old	
Travel parties that include children under 18	39%
Modes of Travel Used on Entire Trip (all states visited)	
Q2A Own Auto/truck - All modes of transportation for trip	87%
Q2A Rental car- All modes of transportation for trip	9%
Q2A Camper/RV- All modes of transportation for trip	2%
Q2A Ship/Boat- All modes of transportation for trip	3%
Q2A Airplane- All modes of transportation for trip	10%
Q2A Bus - All modes of transportation for trip	3%
Q2A Train - All modes of transportation for trip	3%
Q2A Motorcoach/Group Tour - All modes of transportation for trip	1%
Q2A Other - All modes of transportation for trip	2%
Q2A Motorcycle - All modes of transportation for trip	2%
Primary Mode of Travel Used on Entire Trip	
Own Auto/truck	85%
Rental car	5%
Camper/RV	Less than 0.5%
Ship/Boat	1%
Airplane	7%
Bus	1%
Train	1%
Motorcycle	1%
Other	1%
Total Nights Spent on Entire Trip	
0	19%
1	19%
2	19%
3	11%
4	8%
5	7%

6	3%
7	5%
8 through 13	5%
14+	4%
Mean:	3.7
Median:	2.0
Total Number of Nights at Lodging Used Anywhere in Virginia	
1	27%
2	26%
3	14%
4	12%
5+	22%
Mean:	3.9
Median:	2.0
Types of Lodging Used Anywhere in Virginia	
Q4F Number of nights spent in Hotel/Motel	47%
Q4F Number of nights spent in B&B	2%
Q4F Number of nights spent in Private Home	32%
Q4F Number of nights spent in Rental Condo	3%
Q4F Number of nights spent in Time Share	5%
Q4F Number of nights spent in RV/Tent	3%
Q4F Number of nights spent in Other	2%
Q4F Number of nights spent in Personal Second Home/Condo	2%
Q4F Number of nights spent in Rental Home	3%
Q4F Number of nights spent in Shared Economy Property	1%
Top 15 Brands of Hotel Stayed in Longest in Virginia	
Marriott Hotels/Resorts/Suites	11%
Best Western	11%
Holiday Inn	7%
Comfort Inns/Suites	7%
Hilton Hotels & Resorts	7%
Holiday Inn Express	5%
Other	5%
La Quinta Inns	5%
Days Inn	4%
Residence Inn by Marriott	3%
Hampton Inns/Suites	3%
Quality Inn & Suites	3%
Courtyard by Marriott	3%
Embassy Suites	2%

Extended Stay America	2%
Travel Party Spending	
\$0	1%
\$1 to less than \$100	22%
\$100 to less than \$250	25%
\$250 to less than \$500	20%
\$500 to less than \$750	10%
\$750 to less than \$1,000	9%
\$1000+	13%
Mean:	\$505
Median:	\$295
Traveler Spending in Virginia (Percentage of Total Spending By Category)**	
Q4G Total \$s spent on Lodging	25%
Q4G Total \$s spent on Food/Beverage/Dining (excluding groceries)	21%
Q4G Total \$s spent on Groceries	6%
Q4G Total \$s spent on Entertainment (excluding gaming)/Admissions	8%
Q4G Total \$s spent on (Casino) Gaming	1%
Q4G Total \$s spent on Shopping/Gifts/Souvenirs	8%
Q4G Total \$s spent on Amenities (golf fees, spa, health club, ski passes, etc.)	1%
Q4G Total \$s spent on Other	1%
Q4G Total \$s spent on Transportation to State	15%
Q4G Total \$s spent on Transportation within state	4%
Q4G Total \$s spent on Gasoline within state	10%
Q4G Total \$s spent on Parking/Tolls within state	1%
**Note: The questionnaire spending categories changed in Q3 2013.	
General Activities / Attractions Visited in Virginia	
Arts & Culture	
Q4H Activities/Attractions Visited - Art galleries	7%
Q4H Activities/Attractions Visited - Historic sites/Churches	16%
Q4H Activities/Attractions Visited - Museums	14%
Q4H Activities/Attractions Visited - Musical theater	3%
Q4H Activities/Attractions Visited - Old homes/mansions	5%
Q4H Activities/Attractions Visited - Symphony/opera/concert	1%
Q4H Activities/Attractions Visited - Theater/drama	3%
Q4H Activities/Attractions Visited - Native American ruins/Rock art	Less than 0.5%
Q4H Activities/Attractions Visited - Local/folk arts/crafts	2%
Q4H Activities/Attractions Visited - Musical performance/show	5%
Adventure Sports	
Q4H Activities/Attractions Visited - Hang gliding/skydiving/base jumping	Less than 0.5%

Q4H Activities/Attractions Visited - Hiking/Backpacking/Canyoneering	4%
Q4H Activities/Attractions Visited - Rock/mountain climbing	1%
Q4H Activities/Attractions Visited - Scuba diving/snorkeling	Less than 0.5%
Q4H Activities/Attractions Visited - Skiing/snowboarding	1%
Q4H Activities/Attractions Visited - Water skiing	1%
Q4H Activities/Attractions Visited - Whitewater rafting/Kayaking/Canoeing/Paddleboarding	1%
Q4H Activities/Attractions Visited - Mountain biking	1%
Sports & Recreation	
Q4H Activities/Attractions Visited - Biking/Road biking/Cycling	1%
Q4H Activities/Attractions Visited - Fishing	2%
Q4H Activities/Attractions Visited - Golf	Less than 0.5%
Q4H Activities/Attractions Visited - Horseback riding	4%
Q4H Activities/Attractions Visited - Hunting	1%
Q4H Activities/Attractions Visited - Sports event-Major/Professional	1%
Q4H Activities/Attractions Visited - Motor boat/Jet Ski	1%
Q4H Activities/Attractions Visited - Motor sports - NASCAR/Indy	1%
Q4H Activities/Attractions Visited - Sailing	1%
Q4H Activities/Attractions Visited - Snowmobiling	Less than 0.5%
Q4H Activities/Attractions Visited - Snow sports other than skiing or snowmobiling	Less than 0.5%
Q4H Activities/Attractions Visited - Tennis	1%
Q4H Activities/Attractions Visited - Youth/amateur/collegiate sporting events	
Q4H Activities/Attractions Visited - ATV/Four-wheeling	Less than 0.5%
Q4H Activities/Attractions Visited - Horseracing	3%
Q4H Activities/Attractions Visited - Sports events-Youth/Amateur/Collegiate/Other-spectator	2%
Q4H Activities/Attractions Visited - Sports events-Youth/Amateur/Collegiate/Other-participant	1%
Nature / Outdoor Activities	
Q4H Activities/Attractions Visited - Beach	8%
Q4H Activities/Attractions Visited - Bird watching	2%
Q4H Activities/Attractions Visited - Camping	2%
Q4H Activities/Attractions Visited - Caverns	2%
Q4H Activities/Attractions Visited - Gardens	4%
Q4H Activities/Attractions Visited - Nature travel/Ecotouring	2%
Q4H Activities/Attractions Visited - Wildlife viewing	3%
Q4H Activities/Attractions Visited - Farms/ranches/Agri-tours	2%
Q4H Activities/Attractions Visited - Other nature	1%
Q4H Activities/Attractions Visited - State park/Monuments/Recreation areas	7%
Q4H Activities/Attractions Visited - National park/Monuments/Recreation areas	9%
Entertainment / Amusement	
Q4H Activities/Attractions Visited - Casino/gaming	1%
Q4H Activities/Attractions Visited - Fine dining	16%
Q4H Activities/Attractions Visited - Nightclub/dancing	3%
Q4H Activities/Attractions Visited - Shopping	23%
Q4H Activities/Attractions Visited - Spa/health club	2%

Q4H Activities/Attractions Visited - Special events/Festivals (e.g., Mardi Gras, hot air balloon)	2%
Q4H Activities/Attractions Visited - Theme park/Amusement park/Water park	8%
Q4H Activities/Attractions Visited - Wine tasting/winery tour	6%
Q4H Activities/Attractions Visited - Zoos/Aquariums/Aviaries	4%
Q4H Activities/Attractions Visited - Rodeo/State fair	Less than 0.5%
Q4H Activities/Attractions Visited - Craft breweries	5%
Q4H Activities/Attractions Visited - Distilleries	2%
Family Activities	
Q4H Activities/Attractions Visited - Family reunion	3%
Q4H Activities/Attractions Visited - High School/College reunion	1%
Q4H Activities/Attractions Visited - Visiting friends	16%
Q4H Activities/Attractions Visited - Visiting relatives	26%
Sightseeing	
Q4H Activities/Attractions Visited - Rural sightseeing	13%
Q4H Activities/Attractions Visited - Urban sightseeing	5%
Q4H Activities/Attractions Visited - Area where TV or movie was filmed	2%
 Top 25 Most Frequently Visited Cities in Virginia	
Richmond	49%
Charlottesville	24%
Washington, DC	13%
Virginia Beach	11%
Lynchburg	11%
Williamsburg	11%
Harrisonburg	11%
Alexandria	10%
Staunton	9%
Cumberland Gap	8%
Fairfax	8%
Fredericksburg	8%
Roanoke	8%
Petersburg	8%
Arlington	8%
Chesapeake	7%
Hampton	7%
Norfolk	7%
Front Royal	7%
Newport News	6%
Cape Charles	6%
Lexington	6%
Waynesboro	6%
Farmville	6%
Norton	6%

Top 25 Virginia Attractions Most Frequently Visited by Travelers	
Blue Ridge Parkway (Shenandoah Valley)	13%
Blue Ridge Parkway (Blue Ridge Highlands)	10%
Appalachian Trail (Heart of Appalachia)	9%
Chesapeake Bay Bridge-Tunnel (Eastern Shore)	9%
Appalachian Trail (Blue Ridge Highlands)	8%
Busch Gardens (Hampton Roads)	8%
Blue Ridge Parkway (Central Virginia)	7%
Monticello (Central Virginia)	6%
Kings Dominion (Central Virginia)	6%
Appalachian Trail (Northern Virginia)	6%
Blue Ridge Parkway (Northern Virginia)	5%
Colonial Williamsburg (Hampton Roads)	5%
Prime Outlets – Williamsburg (Hampton Roads)	5%
Skyline Drive (Shenandoah Valley)	5%
Civil War Trail (Heart of Appalachia)	5%
Appomattox Court House National Historical Park (Central Virginia)	5%
Smith Mountain Lake (Blue Ridge Highlands)	5%
Appalachian Trail (Shenandoah Valley)	5%
Assateague Island National Seashore (Eastern Shore)	5%
Chincoteague National Wildlife Refuge (Eastern Shore)	5%
Tyson's Corner Mall (Northern Virginia)	4%
Shenandoah National Park (Shenandoah Valley)	4%
Metro Richmond Zoo (Central Virginia)	4%
Virginia State Capitol (Central Virginia)	4%
Skyline Drive (Northern Virginia)	4%
Satisfaction With Experience in Virginia	
Not at all satisfied	Less than 0.5%
Not very satisfied	Less than 0.5%
Somewhat satisfied	10%
Very satisfied	38%
Extremely satisfied	52%
Advance Planning Time - Considered Visiting Virginia	
Less than 2 weeks before the visit	27%
Within 2 weeks - 4 weeks of visit	19%
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	12%
More than a year before the visit	7%

Advance Planning Time - Decided to Visit Virginia	
Less than 2 weeks before the visit	38%
Within 2 weeks - 4 weeks of visit	19%
At least 1 month, but less than 3 months before the visit	17%
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	9%
More than a year before the visit	5%
Planning Information Sources for Virginia	
<u>Offline Sources</u>	
Friends/relatives	29%
Own experience	35%
Travel agent (in person or by phone)	3%
Travel club (eg. AAA)	4%
Travel book	2%
Newspaper	2%
Magazine	4%
TV	4%
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	1%
Corporate travel department (in person or by phone)	1%
<u>Online Sources</u>	
Corporate desktop travel tool/intranet	2%
Online full service travel website (Expedia. Travelocity, etc.)	7%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1%
Travel provider website (airline, hotel, rental car, cruise, tour)	8%
Other online planning sources	1%
Destination website	15%
MySpace	
Facebook	9%
LinkedIn	1%
Match.com	
Twitter.com	3%
Instagram	1%
Blogs	1%
TripAdvisor	6%
Yahoo Trip Planner	1%
VibeAgent	Less than 0.5%
Other social/commercial networking sources (Specify)	1%
iPhone	
Mobile Web Browsing	5%
Other mobile sites	Less than 0.5%

Search engines (Google, Bing, Yahoo, etc)	17%
Pinterest	2%
Travel review sites (TripAdvisor, Yelp, etc)	6%
Online forums	1%
<u>Other</u>	
Someone else planned for me and I don't know the method	3%
No plans were made for this destination	19%
Booking Methods Used for Virginia	
<u>Offline Methods</u>	
Travel agent (in person or by phone)	5%
Directly with travel provider (airline, hotel, rental car, cruise, etc.) either in person/phone	6%
Travel club (e.g. AAA)	3%
Corporate travel department (in person or by phone)	4%
Directly with destination or attraction (tourist/visitor center, etc.) in person or by phone	10%
Some other offline booking method	2%
<u>Online Methods</u>	
Corporate desktop travel tool/internet	5%
Travel provider website (airline, hotel, rental car, cruise, tour)	14%
Destination website (official site of state, city or attraction)	7%
Online full service travel website (Expedia, Travelocity, etc.)	12%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1%
Some other online booking method	2%
<u>Other</u>	
Some other method	
Someone else booked for me and I don't know the method	3%
No bookings were made for this destination	48%
Unsure, I just used link from social/commercial networking or mobile source (such as MySpace, Facebook, Trip Advisor, etc.)	1%
Top 10 Other States Visited for Leisure in Past 12 Months	
Virginia	72%
Washington D.C	29%
North Carolina	27%
Maryland	26%
Florida	25%
Pennsylvania	18%
South Carolina	18%
West Virginia	17%
New York	16%
Georgia	14%

Travel Party Origin - Top 10 DMAs (Designated Marketing Areas) for the profiled travel segment	
Washington, DC (Hagerstown)	17%
Roanoke-Lynchburg	13%
Norfolk-Portsmouth-Newport News	10%
Richmond-Petersburg	8%
New York	7%
Raleigh-Durham (Fayetteville)	6%
Philadelphia	3%
Greensboro-High Point-Winston Salem	3%
Boston (Manchester)	3%
Harrisonburg	2%
Travel Party Origin - Top 10 States for the profiled travel segment	
Virginia	51%
North Carolina	8%
New Jersey	6%
Maryland	5%
Pennsylvania	4%
Ohio	3%
New York	3%
Massachusetts	3%
Florida	3%
Georgia	2%
Ethnicity of Household Head	
White	83%
Black/African	12%
Asian or Pacific Islander	3%
American Indian, Aleut Eskimo	Less than 0.5%
Other	1%
Prefer not to answer	Less than 0.5%
Hispanic Origin of Household Head	
Spanish/Hispanic	7%
Not Spanish/Hispanic	93%
Household Size	
1	11%
2	41%

3	17%
4	20%
5	8%
6+	3%
Age of Respondent	
18-24	7%
25-34	22%
35-44	24%
45-54	15%
55-64	19%
65+	12%
Mean:	45
Median:	42
Marital Status	
Now married	66%
Never married	25%
Divorced, Widowed, Separated	9%
Respondent Education	
Some high school	1%
Graduated High school	12%
Some college - no degree	16%
Graduated college-Associate's degree (2 year)	15%
Graduated college-Bachelor's degree (4 year)	39%
Post Graduate degree-MS,MA,MBA,DVM,PhD,DDS,etc.	18%
Prefer not to answer	Less than 0.5%
Annual Household Income	
Under \$10,000	2%
\$10,000-\$14,999	1%
\$15,000-\$19,999	2%
\$20,000-\$24,999	4%
\$25,000-\$29,999	4%
\$30,000-\$34,999	2%
\$35,000-\$39,999	2%
\$40,000-\$49,999	3%
\$50,000-\$59,999	5%
\$60,000-\$74,999	16%
\$75,000-\$99,999	12%
\$100,000-\$124,999	18%
\$125,000-\$149,999	9%
\$150,000-\$199,999	11%

\$200,000 +	3%
Mean:	\$985,000
Median:	\$100,000
Top 15 States Visited on Same Trip	
Virginia	100%
North Carolina	8%
West Virginia	6%
Maryland	5%
Washington D.C	5%
South Carolina	4%
Pennsylvania	3%
New York	3%
Georgia	2%
Florida	2%
Kentucky	2%
Ohio	2%
South Dakota	1%
Tennessee	1%
Illinois	1%
Top 10 Other States Plan to Visit for Leisure in Next 2 Years	
Virginia	44%
Florida	33%
Maryland	28%
North Carolina	26%
Washington D.C	23%
South Carolina	22%
New York	21%
California	16%
Pennsylvania	16%
Georgia	12%