

VIRGINIA IS FOR LOVERS[®]

Chesapeake Bay Region Travel Profile

Source: VA Module of TNS TravelsAmerica, FY2015 & FY2016

Household trips 50+ miles, one-way, away from home including day trips or with one or more nights away from home to **Chesapeake Bay Region** during **FY2015 & FY2016**.

Cell shaded in red indicate a sample size of less than 300. These data should be used with caution. Margin of error is +/-7.24.

	All
Sample Size (N)	172
Weighted Percent of Total	100% (n=219)
Primary purpose of Trip	
Visit friends/relatives	46%
Outdoor recreation	14%
Entertainment/Sightseeing	12%
Other pleasure/personal	7%
Personal business	3%
Business - Conference/seminar	1%
Employee Training/Seminar	2%
Client or Customer Meeting/Service	5%
Internal Business Meeting	1%
Sales/Marketing	1%
Incentive/Reward	Less than 0.5%
Internal Operations/Equipment Repair or Service	1%
All Other General Business	3%
Other	6%
All purposes of trip	
Q1A Visit friends/relatives - All purposes for trip	67%
Q1A Outdoor recreation - All purposes for trip	37%
Q1A Entertainment/Sightseeing - All purposes for trip	41%
Q1A Other pleasure/personal - All purposes for trip	36%
Q1A Personal business - All purposes for trip	19%
* Q1A Business - Employee Training/Seminar - All purposes for trip	14%
* Q1A Business - Client or Customer Meeting/Service - All purposes for trip	18%
* Q1A Business - Internal Business Meeting - All purposes for trip	14%
* Q1A Business - Sales/Marketing - All purposes for trip	14%
* Q1A Business - Incentive/Reward - All purposes for trip	12%
* Q1A Business - Internal Operations/Equipment Repair or Service - All purposes for trip	12%
* Q1A Business - Any Other General Business - All purposes for trip	17%
Q1A Business - Convention/Tradeshaw - All purposes for trip	13%

Q1A Business - Conference/Seminar - All purposes for trip	11%
Q1A Other - All purposes for trip	12%
Month of Travel	
July	12%
August	10%
September	10%
October	10%
November	10%
December	8%
January	5%
February	6%
March	7%
April	7%
May	8%
June	6%
Holiday Travel	
VA1_1. Did your ... trip to Virginia include a holiday or a holiday weekend?	45%
Weekend Getaway	
VA2_1. Did this trip include a Friday night and/or a Saturday night in Virginia?	69%
Total travel party size	
1	15%
2	37%
3	14%
4	14%
5	11%
6+	8%
Mean:	3.1
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	10%
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	6%
VA5_4_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 18 - 24	9%
VA5_5_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 25 - 34	21%

VA5_6_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 35 - 44	17%
VA5_7_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 45 - 54	12%
VA5_8_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 55 - 64	9%
VA5_9_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 65 and over	7%

Travel Party Members Under 18 Years Old

Travel parties that include children under 18	42%
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Modes of Travel Used on Entire Trip (all states visited)

Q2A Own Auto/truck - All modes of transportation for trip	81%
Q2A Rental car- All modes of transportation for trip	18%
Q2A Camper/RV- All modes of transportation for trip	7%
Q2A Ship/Boat- All modes of transportation for trip	8%
Q2A Airplane- All modes of transportation for trip	17%
Q2A Bus - All modes of transportation for trip	9%
Q2A Train - All modes of transportation for trip	9%
Q2A Motorcoach/Group Tour - All modes of transportation for trip	6%
Q2A Other - All modes of transportation for trip	2%
Q2A Motorcycle - All modes of transportation for trip	5%

Primary Mode of Travel Used on Entire Trip

Own Auto/truck	75%
Rental car	12%
Camper/RV	1%
Ship/Boat	1%
Airplane	7%
Bus	1%
Train	1%
Motorcoach/Group tour	1%
Motorcycle	1%
Other	1%

Total Nights Spent on Entire Trip

0	14%
1	14%
2	19%
3	19%
4	9%
5	11%
6	3%

7	6%
8 through 13	4%
14+	2%
Mean:	3.5
Median:	3.0

Total Number of Nights at Lodging Used Anywhere in Virginia

1	21%
2	27%
3	20%
4	14%
5+	18%
Mean:	3.4
Median:	3.0

Types of Lodging Used Anywhere in Virginia

Q4F Number of nights spent in Hotel/Motel	42%
Q4F Number of nights spent in B&B	2%
Q4F Number of nights spent in Private Home	28%
Q4F Number of nights spent in Rental Condo	4%
Q4F Number of nights spent in Time Share	5%
Q4F Number of nights spent in RV/Tent	6%
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	7%
Q4F Number of nights spent in Shared Economy Property	1%

Top 15 Brands of Hotel Stayed in Longest in Virginia

Marriott Hotels/Resorts/Suites	7%
Hilton Garden Inn	7%
Best Western	7%
Hilton Hotels & Resorts	6%
Comfort Inns/Suites	6%
Extended Stay America	4%
Hampton Inns/Suites	4%
Days Inn	4%
Super 8 Hotels	4%
Holiday Inn Express	4%
Holiday Inn	4%
Other	3%
Residence Inn by Marriott	3%
Country Inns/Suites by Carlson	3%
Park Hyatt	3%

Travel Party Spending

\$0	1%
\$1 to less than \$100	29%
\$100 to less than \$250	12%
\$250 to less than \$500	17%
\$500 to less than \$750	14%
\$750 to less than \$1,000	8%
\$1000+	20%
Mean:	\$720
Median:	\$386

Traveler Spending in Virginia (Percentage of Total Spending By Category)**

Q4G Total \$\$ spent on Lodging	15%
Q4G Total \$\$ spent on Food/Beverage/Dining (excluding groceries)	23%
Q4G Total \$\$ spent on Groceries	7%
Q4G Total \$\$ spent on Entertainment (excluding gaming)/Admissions	5%
Q4G Total \$\$ spent on (Casino) Gaming	2%
Q4G Total \$\$ spent on Shopping/Gifts/Souvenirs	9%
Q4G Total \$\$ spent on Amenities (golf fees, spa, health club, ski passes, etc.)	2%
Q4G Total \$\$ spent on Other	2%
Q4G Total \$\$ spent on Transportation to State	19%
Q4G Total \$\$ spent on Transportation within state	5%
Q4G Total \$\$ spent on Gasoline within state	10%
Q4G Total \$\$ spent on Parking/Tolls within state	2%
**Note: The questionnaire spending categories changed in Q3 2013.	

General Activities / Attractions Visited in Virginia

Arts & Culture	
Q4H Activities/Attractions Visited - Art galleries	15%
Q4H Activities/Attractions Visited - Historic sites/Churches	18%
Q4H Activities/Attractions Visited - Museums	17%
Q4H Activities/Attractions Visited - Musical theater	6%
Q4H Activities/Attractions Visited - Old homes/mansions	8%
Q4H Activities/Attractions Visited - Symphony/opera/concert	1%
Q4H Activities/Attractions Visited - Theater/drama	5%
Q4H Activities/Attractions Visited - Native American ruins/Rock art	2%
Q4H Activities/Attractions Visited - Local/folk arts/crafts	5%
Q4H Activities/Attractions Visited - Musical performance/show	3%
Adventure Sports	
Q4H Activities/Attractions Visited - Hang gliding/skydiving/base jumping	2%
Q4H Activities/Attractions Visited - Hiking/Backpacking/Canyoneering	3%
Q4H Activities/Attractions Visited - Rock/mountain climbing	2%
Q4H Activities/Attractions Visited - Scuba diving/snorkeling	1%

Q4H Activities/Attractions Visited - Skiing/snowboarding	2%
Q4H Activities/Attractions Visited - Water skiing	2%
Q4H Activities/Attractions Visited - Whitewater rafting/Kayaking/Canoeing/Paddleboarding	2%
Q4H Activities/Attractions Visited - Mountain biking	2%
<u>Sports & Recreation</u>	
Q4H Activities/Attractions Visited - Biking/Road biking/Cycling	4%
Q4H Activities/Attractions Visited - Fishing	2%
Q4H Activities/Attractions Visited - Golf	3%
Q4H Activities/Attractions Visited - Horseback riding	2%
Q4H Activities/Attractions Visited - Hunting	3%
Q4H Activities/Attractions Visited - Sports event-Major/Professional	1%
Q4H Activities/Attractions Visited - Motor boat/Jet Ski	3%
Q4H Activities/Attractions Visited - Motor sports - NASCAR/Indy	1%
Q4H Activities/Attractions Visited - Sailing	3%
Q4H Activities/Attractions Visited - Snowmobiling	1%
Q4H Activities/Attractions Visited - Snow sports other than skiing or snowmobiling	1%
Q4H Activities/Attractions Visited - Tennis	3%
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	2%
Q4H Activities/Attractions Visited - Sports events-Youth/Amateur/Collegiate/Other-spectator	2%
Q4H Activities/Attractions Visited - Sports events-Youth/Amateur/Collegiate/Other-participant	Less than 0.5%
<u>Nature / Outdoor Activities</u>	
Q4H Activities/Attractions Visited - Beach	19%
Q4H Activities/Attractions Visited - Bird watching	3%
Q4H Activities/Attractions Visited - Camping	6%
Q4H Activities/Attractions Visited - Caverns	3%
Q4H Activities/Attractions Visited - Gardens	4%
Q4H Activities/Attractions Visited - Nature travel/Ecotouring	3%
Q4H Activities/Attractions Visited - Wildlife viewing	5%
Q4H Activities/Attractions Visited - Farms/ranches/Agri-tours	5%
Q4H Activities/Attractions Visited - Other nature	4%
Q4H Activities/Attractions Visited - State park/Monuments/Recreation areas	9%
Q4H Activities/Attractions Visited - National park/Monuments/Recreation areas	7%
<u>Entertainment / Amusement</u>	
Q4H Activities/Attractions Visited - Casino/gaming	4%
Q4H Activities/Attractions Visited - Fine dining	18%
Q4H Activities/Attractions Visited - Nightclub/dancing	6%
Q4H Activities/Attractions Visited - Shopping	26%
Q4H Activities/Attractions Visited - Spa/health club	3%
Q4H Activities/Attractions Visited - Special events/Festivals (e.g., Mardi Gras, hot air balloon)	6%
Q4H Activities/Attractions Visited - Theme park/Amusement park/Water park	6%
Q4H Activities/Attractions Visited - Wine tasting/winery tour	6%
Q4H Activities/Attractions Visited - Zoos/Aquariums/Aviaries	4%

Q4H Activities/Attractions Visited - Rodeo/State fair	2%
Q4H Activities/Attractions Visited - Craft breweries	8%
Q4H Activities/Attractions Visited - Distilleries	3%
Family Activities	
Q4H Activities/Attractions Visited - Family reunion	9%
Q4H Activities/Attractions Visited - High School/College reunion	2%
Q4H Activities/Attractions Visited - Visiting friends	19%
Q4H Activities/Attractions Visited - Visiting relatives	18%
Sightseeing	
Q4H Activities/Attractions Visited - Rural sightseeing	12%
Q4H Activities/Attractions Visited - Urban sightseeing	6%
Q4H Activities/Attractions Visited - Area where TV or movie was filmed	2%

Top 25 Most Frequently Visited Cities in Virginia

Richmond	29%
Gloucester	28%
Washington, DC	24%
Virginia Beach	23%
Cumberland Gap	20%
Colonial Beach	20%
Cape Charles	19%
Williamsburg	19%
Chesapeake	19%
Reedville	19%
Urbanna	17%
Harrisonburg	17%
Charlottesville	16%
Newport News	16%
Hampton	16%
Big Stone Gap	16%
Norton	15%
Fairfax	15%
Blacksburg	15%
Lynchburg	14%
Danville	14%
Fredericksburg	14%
Arlington	13%
Chincoteague	13%
Emporia	12%

Top 25 Virginia Attractions Most Frequently Visited by Travelers

Chesapeake Bay BridgeTunnel (Eastern Shore)	23%
Appalachian Trail (Heart of Appalachia)	17%
Appalachian Trail (Blue Ridge Highlands)	16%
Chincoteague National Wildlife Refuge (Eastern Shore)	16%

Civil War Trail (Chesapeake Bay)	15%
Blue Ridge Parkway (Blue Ridge Highlands)	15%
Blue Ridge Parkway (Central Virginia)	14%
Busch Gardens (Hampton Roads)	14%
Civil War Trail (Heart of Appalachia)	14%
Belle Isle State Park (Chesapeake Bay)	14%
George Washington Birthplace National Monument (Chesapeake Bay)	14%
Colonial Williamsburg (Hampton Roads)	14%
Civil War Trail (Southern Virginia)	12%
Assateague Island National Seashore (Eastern Shore)	12%
Virginia Museum of Natural History (Southern Virginia)	11%
Kiptopeke State Park (Eastern Shore)	11%
The Crooked Road – Virginia's Heritage Music Trail (Heart of Appalachia)	10%
Appalachian Trail (Northern Virginia)	10%
Arlington National Cemetery (Northern Virginia)	10%
Bugg's Island Lake / Lake Gaston (Southern Virginia)	9%
Blue Ridge Parkway (Shenandoah Valley)	9%
Civil War Trail (Northern Virginia)	9%
Civil War Trail (Central Virginia)	9%
Natural Tunnel State Park (Heart of Appalachia)	9%
Southwest Virginia Museum (Heart of Appalachia)	8%

Satisfaction With Experience in Virginia

Not very satisfied	1%
Somewhat satisfied	15%
Very satisfied	36%
Extremely satisfied	48%

Advance Planning Time - Considered Visiting Virginia

Less than 2 weeks before the visit	24%
Within 2 weeks - 4 weeks of visit	14%
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	20%
At least 6 months, but less than 1 year before the visit	7%
More than a year before the visit	17%

Advance Planning Time - Decided to Visit Virginia

Less than 2 weeks before the visit	37%
Within 2 weeks - 4 weeks of visit	14%
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	11%
At least 6 months, but less than 1 year before the visit	9%
More than a year before the visit	11%

Planning Information Sources for Virginia

Offline Sources	
Friends/relatives	36%
Own experience	29%
Travel agent (in person or by phone)	7%
Travel club (eg. AAA)	5%
Travel book	6%
Newspaper	5%
Magazine	8%
TV	11%
Radio	4%
Destination printed material	9%
Travel provider (airline, hotel, rental car cruise, etc.) either in person or by phone	7%
Other offline planning sources	1%
Corporate travel department (in person or by phone)	4%
Online Sources	
Corporate desktop travel tool/intranet	4%
Online full service travel website (Expedia, Travelocity, etc.)	9%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	4%
Travel provider website (airline, hotel, rental car, cruise, tour)	12%
Other online planning sources	1%
Destination website	11%
MySpace	1%
Facebook	16%
LinkedIn	3%
Match.com	
Twitter.com	6%
Instagram	3%
Blogs	3%
TripAdvisor	7%
Yahoo Trip Planner	4%
VibeAgent	1%
Other social/commercial networking sources (Specify)	1%
iPhone	
Mobile Web Browsing	8%
Other mobile sites	
Search engines (Google, Bing, Yahoo, etc)	14%
Pinterest	4%
Travel review sites (TripAdvisor, Yelp, etc)	7%
Online forums	1%
Other	
Someone else planned for me and I don't know the method	4%
No plans were made for this destination	16%

Booking Methods Used for Virginia

Offline Methods	
Travel agent (in person or by phone)	10%
Directly with travel provider (airline, hotel, rental car, cruise, etc.) either in person/phone	15%
Travel club (e.g. AAA)	7%
Corporate travel department (in person or by phone)	12%
Directly with destination or attraction (tourist/visitor center, etc.) in person or by phone	14%
Some other offline booking method	1%
Online Methods	
Corporate desktop travel tool/internet	9%
Travel provider website (airline, hotel, rental car, cruise, tour)	14%
Destination website (official site of state, city or attraction)	10%
Online full service travel website (Expedia, Travelocity, etc.)	16%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	3%
Some other online booking method	2%
Other	
Some other method	27%
Someone else booked for me and I don't know the method	5%
No bookings were made for this destination	33%
Unsure, I just used link from social/commercial networking or mobile source (such as MySpace, Facebook, Trip Advisor, etc.)	4%

Top 10 Other States Visited for Leisure in Past 12 Months

Washington D.C	38%
Maryland	38%
North Carolina	25%
Florida	24%
West Virginia	19%
South Carolina	18%
Pennsylvania	16%
New Jersey	15%
New York	14%
Georgia	13%

Travel Party Origin - Top 10 DMAs (Designated Marketing Areas) for the profiled travel segment

Washington, DC (Hagerstown)	19%
Norfolk-Portsmouth-Newport News	11%
New York	11%
Richmond-Petersburg	9%
Greensboro-High Point-Winston Salem	6%
Roanoke-Lynchburg	5%
Raleigh-Durham (Fayetteville)	4%
Charlotte	2%

Tri-Cities, TN-VA	2%
Columbus, OH	2%
Travel Party Origin - Top 10 States for the profiled travel segment	
Virginia	48%
North Carolina	8%
New York	5%
New Jersey	5%
Maryland	4%
Texas	4%
Georgia	3%
Florida	3%
California	2%
Ohio	2%
Ethnicity of Household Head	
White	73%
Black/African-American	13%
Asian or Pacific Islander	10%
Other	5%
Hispanic Origin of Household Head	
Spanish/Hispanic	10%
Not Spanish/Hispanic	88%
Prefer not to answer	2%
Household Size	
1	9%
2	38%
3	21%
4	20%
5	11%
6+	2%
Age of Respondent	
18-24	13%
25-34	31%
35-44	22%
45-54	13%
55-64	12%
65+	10%
Mean:	41
Median:	36

Marital Status	
Now married	57%
Never married	28%
Divorced, Widowed, Separated	15%
Respondent Education	
Grade School	1%
Some high school	1%
Graduated High school	20%
Some college - no degree	14%
Graduated college-Associate's degree (2 year)	14%
Graduated college-Bachelor's degree (4 year)	30%
Post Graduate degree-MS,MA,MBA,DVM,PhD,DDS,etc.	21%
Prefer not to answer	
Annual Household Income	
Under \$10,000	4%
\$10,000-\$14,999	2%
\$15,000-\$19,999	3%
\$20,000-\$24,999	4%
\$25,000-\$29,999	8%
\$30,000-\$34,999	5%
\$35,000-\$39,999	5%
\$40,000-\$49,999	3%
\$50,000-\$59,999	13%
\$60,000-\$74,999	7%
\$75,000-\$99,999	16%
\$100,000-\$124,999	11%
\$125,000-\$149,999	8%
\$150,000-\$199,999	10%
\$200,000 +	2%
Mean:	\$91,000
Median:	\$100,000
Top 15 States Visited on Same Trip	
Virginia	100%
Washington D.C	10%
Maryland	7%
West Virginia	5%
North Carolina	3%
South Dakota	3%
Pennsylvania	3%
Kentucky	3%

Ohio	3%
Indiana	2%
Florida	2%
Colorado	1%
Tennessee	1%
Illinois	1%
New Jersey	1%
Top 10 Other States Plan to Visit for Leisure in Next 2 Years	
Virginia	39%
Maryland	29%
Washington D.C	25%
Florida	24%
North Carolina	24%
New York	18%
South Carolina	16%
Tennessee	15%
Georgia	13%
New Jersey	13%