

## **Coastal Virginia/Eastern Shore 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 **Coastal Virginia/Eastern Shore Region** during **FY 2016**.

Cell shaded in red indicate a sample size of less than 300. These data should be used with caution. **The Margin of error is +/- 6.97%.** 

	All
Sample Size (N)	154
Weighted Percent of Total	100% (n=176)
Primary purpose of Trip	
Visit friends/relatives	44%
Outdoor recreation	11%
Entertainment/Sightseeing	15%
Other pleasure/personal	13%
Personal business	4%
Business - Convention/tradeshow	
Business - Conference/seminar	2%
Employee Training/Seminar	3%
Client or Customer Meeting/Service	3%
Internal Business Meeting	1%
Sales/Marketing	1%
Incentive/Reward	
Internal Operations/Equipment Repair or Service	
All Other General Business	4%
Other	1%
All purposes of trip	
Q1A Visit friends/relatives - All purposes for trip	62%
Q1A Outdoor recreation - All purposes for trip	34%
Q1A Entertainment/Sightseeing - All purposes for trip	46%
Q1A Other pleasure/personal - All purposes for trip	39%
Q1A Personal business - All purposes for trip	23%
* Q1A Business - Employee Training/Seminar - All purposes for trip	14%
* Q1A Business - Client or Customer Meeting/Service - All purposes for trip	15%
* Q1A Business - Internal Business Meeting - All purposes for trip	14%
* Q1A Business - Sales/Marketing - All purposes for trip	12%
* Q1A Business - Incentive/Reward - All purposes for trip	11%
* Q1A Business - Internal Operations/Equipment Repair or Service - All purposes for trip	11%

* Q1A Business - Any Other General Business - All purposes for trip	15%
Q1A Business - Convention/Tradeshow - All purposes for trip	13%
Q1A Business - Conference/Seminar - All purposes for trip	14%
Q1A Other - All purposes for trip	5%
Month of Travel	370
July-2015	17%
August-2015	15%
September-2015	13%
October-2015	11%
November-2015	12%
December-2015	7%
January-2016	8%
February-2016	6%
March-2016	4%
April-2016	4%
May-2016	3%
June-2016	2%
Holiday Travel	
VA1_1. Did your trip to Virginia include a holiday or a holiday weekend?	41%
Weekend Getaway	
VA2_1. Did this trip include a Friday night and/or a Saturday night in Virginia?	69%
Total travel party size	
1	12%
2	38%
3	13%
4	23%
5	8%
6+	7%
Mean:	3.1
Median:	3.0
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	12%
VA5_3_1. How many people, including yourself, were in your travel party in each of the following age groups trip? - 13 - 17	8%
VA5_4_1. How many people, including yourself, were in your travel party in each of the following age groups trip? - 18 - 24	9%

following age groups trip? - 25 - 34  VA5_ 6_ 1. How many people, including yourself, were in your travel party in each of the following age groups trip? - 35 - 44  VA5_ 7_ 1. How many people, including yourself, were in your travel party in each of the following age groups trip? - 35 - 44  VA5_ 8_ 1. How many people, including yourself, were in your travel party in each of the following age groups trip? - 45 - 54  VA5_ 8_ 1. How many people, including yourself, were in your travel party in each of the following age groups trip? - 55 - 64  VA5_ 9_ 1. How many people, including yourself, were in your travel party in each of the following age groups trip? - 65 and over  Travel Party Members Under 18 Years Old  Travel Parties that include children under 18  Modes of Travel Used on Entire Trip (all states visited)  Q2A Own Auto/truck - All modes of transportation for trip  Q2A Amper, Party - All modes of transportation for trip  Q2A Amper, Party - All modes of transportation for trip  Q2A All plane- All modes of transportation for trip  Q2A All plane- All modes of transportation for trip  Q2A Own - All modes of transportation for trip  Q2A Own - All modes of transportation for trip  Q2A Motorcoach/Group Tour - All modes of transportation for trip  Q2A Motorcoach/Group Tour - All modes of transportation for trip  Q2A Motorcoach/Group Tour - All modes of transportation for trip  Q2A Motorcoach/Group Tour - All modes of transportation for trip  Q2A Motorcoach/Group Tour - All modes of transportation for trip  D0Wn Auto/truck  Rental car  Lamper/RV  Ship/Boat  Mirplane  RW  Motorcycle  D1 11%  10 11%  11%  11%  11%  11%  11%	VA5_5_1. How many people, including yourself, were in your travel party in each of the following age groups trip? - 25 - 34  VA5_6_1. How many people, including yourself, were in your travel party in each of the following age groups trip? - 35 - 44  VA5_7_1. How many people, including yourself, were in your travel party in each of the following age groups trip? - 45 - 54  VA5_8_1. How many people, including yourself, were in your travel party in each of the following age groups trip? - 55 - 64  VA5_9_1. How many people, including yourself, were in your travel party in each of the following age groups trip? - 65 and over  Travel Party Members Under 18 Years Old  Travel parties that include children under 18  Modes of Travel Used on Entire Trip (all states visited)  Q2A Own Auto/truck - All modes of transportation for trip  Q2A Rental car- All modes of transportation for trip	13% 12% 11% 8%
NAS. 6_1. How many people, including yourself, were in your travel party in each of the following age groups trip? - 35 - 44  VAS. 7_1. How many people, including yourself, were in your travel party in each of the following age groups trip? - 45 - 54  VAS. 8_1. How many people, including yourself, were in your travel party in each of the following age groups trip? - 55 - 64  VAS. 9_1. How many people, including yourself, were in your travel party in each of the following age groups trip? - 65 and over  Travel Party Members Under 18 Years Old  Travel Party Members Under 18 Years Old  Travel parties that include children under 18  Modes of Travel Used on Entire Trip (all states visited)  Q2A Own Auto/truck - All modes of transportation for trip  Q2A Alim Members of transportation for trip  Q2A Alim Members of transportation for trip  Q2A Alim Jam. All modes of transportation for trip  Q2A Alim Jam. All modes of transportation for trip  Q2A Alim Jam. All modes of transportation for trip  Q2A Motorcoach/Group Tour - All modes of transportation for trip  Q2A Motorcoach/Group Tour - All modes of transportation for trip  Q2A Motorcoach/Group Tour - All modes of transportation for trip  Q2A Motorcoach/Group Tour - All modes of transportation for trip  Q2A Motorcoach/Group Tour - All modes of transportation for trip  Q2A Motorcoach/Group Tour - All modes of transportation for trip  Q2A Motorcoach/Group Tour - All modes of transportation for trip  Day All modes of transportation for trip  Q2A Motorcoach/Group Tour - All modes of transportation for trip  Day All modes of transportation for trip	VA5_6_1. How many people, including yourself, were in your travel party in each of the following age groups trip? - 35 - 44  VA5_7_1. How many people, including yourself, were in your travel party in each of the following age groups trip? - 45 - 54  VA5_8_1. How many people, including yourself, were in your travel party in each of the following age groups trip? - 55 - 64  VA5_9_1. How many people, including yourself, were in your travel party in each of the following age groups trip? - 65 and over  Travel Party Members Under 18 Years Old  Travel parties that include children under 18  Modes of Travel Used on Entire Trip (all states visited)  Q2A Own Auto/truck - All modes of transportation for trip	12% 11% 8%
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VAS_9_1. How many people, including yourself, were in your travel party in each of the following age groups trip? - 65 and over  Travel Party Members Under 18 Years Old  Travel parties that include children under 18  Modes of Travel Used on Entire Trip (all states visited)  Q2A Own Auto/truck - All modes of transportation for trip Q2A Rental car- All modes of transportation for trip Q2A Ainjane- All modes of transportation for trip Q2A Ainjane- All modes of transportation for trip Q2A Ainjane- All modes of transportation for trip Q2A Train - All modes of transportation for trip Q2A Train - All modes of transportation for trip Q2A Motorcoach/Group Tour - All modes of transportation for trip Q2A Motorcoach/Group Tour - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Camper/RV	VA5_9_1. How many people, including yourself, were in your travel party in each of the following age groups trip? - 65 and over  Travel Party Members Under 18 Years Old  Travel parties that include children under 18  Modes of Travel Used on Entire Trip (all states visited)  Q2A Own Auto/truck - All modes of transportation for trip	
Travel Party Members Under 18 Years Old  Travel parties that include children under 18  Modes of Travel Used on Entire Trip (all states visited)  Q2A Own Auto/truck - All modes of transportation for trip Q2A Rental car- All modes of transportation for trip Q2A Camper/RV- All modes of transportation for trip Q2A Aiply Boat- All modes of transportation for trip Q2A Aiplane- All modes of transportation for trip Q2A Airplane- All modes of transportation for trip Q2A Air In modes of transportation for trip Q2A Air In modes of transportation for trip Q2A Motorcoach/Group Tour - All modes of transportation for trip Q2A Motorcoach/Group Tour - All modes of transportation for trip Q2A Motorcycle	Travel Party Members Under 18 Years Old  Travel parties that include children under 18  Modes of Travel Used on Entire Trip (all states visited)  Q2A Own Auto/truck - All modes of transportation for trip	47%
Modes of Travel Used on Entire Trip (all states visited)  Q2A Own Auto/truck - All modes of transportation for trip Q2A Rental car- All modes of transportation for trip Q2A Camper/RV- All modes of transportation for trip Q2A Ship/Boat- All modes of transportation for trip Q2A Ship/Boat- All modes of transportation for trip Q2A Mirplane- All modes of transportation for trip Q2A Bus - All modes of transportation for trip Q2A Train - All modes of transportation for trip Q2A Motorcoach/Group Tour - All modes of transportation for trip Q2A Other - All modes of transportation for trip Q2A Other - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Train - Motorcycle - All modes of transportation for trip Q2A Train - Motorcycle -	Modes of Travel Used on Entire Trip (all states visited)  Q2A Own Auto/truck - All modes of transportation for trip	47%
Q2A Own Auto/truck - All modes of transportation for trip Q2A Camper/RV- All modes of transportation for trip Q2A Ship/Boat- All modes of transportation for trip Q2A Ship/Boat- All modes of transportation for trip Q2A Airplane- All modes of transportation for trip Q2A Bus - All modes of transportation for trip Q2A Bus - All modes of transportation for trip Q2A Bus - All modes of transportation for trip Q2A Motorcoach/Group Tour - All modes of transportation for trip Q2A Motorcoach/Group Tour - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Camper/RV Q2A Camper/RV Q2A Camper/RV Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Camper/RV Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for t	Q2A Own Auto/truck - All modes of transportation for trip	
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Q2A Ship/Boat- All modes of transportation for trip Q2A Airplane- All modes of transportation for trip Q2A Bus - All modes of transportation for trip Q2A Train - All modes of transportation for trip Q2A Train - All modes of transportation for trip Q2A Motorcoach/Group Tour - All modes of transportation for trip Q2A Motorcoach/Group Tour - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for		13%
Q2A Airplane- All modes of transportation for trip Q2A Bus - All modes of transportation for trip Q2A Train - All modes of transportation for trip Q2A Motorcoach/Group Tour - All modes of transportation for trip Q2A Other - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A	Q2A Camper/RV- All modes of transportation for trip	6%
Q2A Bus - All modes of transportation for trip Q2A Train - All modes of transportation for trip Q2A Motorcoach/Group Tour - All modes of transportation for trip Q2A Other - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip	Q2A Ship/Boat- All modes of transportation for trip	6%
Q2A Train - All modes of transportation for trip Q2A Motorcoach/Group Tour - All modes of transportation for trip Q2A Motorcoach/Group Tour - All modes of transportation for trip Q2A Motorcycle - All modes of t	Q2A Airplane- All modes of transportation for trip	14%
Q2A Motorcoach/Group Tour - All modes of transportation for trip Q2A Other - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip Q2A Motorcycle	Q2A Bus - All modes of transportation for trip	5%
Q2A Other - All modes of transportation for trip Q2A Motorcycle - All modes of transportation for trip  Primary Mode of Travel Used on Entire Trip  Own Auto/truck Rental car Camper/RV Ship/Boat Airplane Bus Train Motorcycle Other  Total Nights Spent on Entire Trip  Day Can Description	Q2A Train - All modes of transportation for trip	6%
Q2A Motorcycle - All modes of transportation for trip  Primary Mode of Travel Used on Entire Trip  Own Auto/truck Rental car Camper/RV Ship/Boat Airplane Bus Train 1% Motorcycle Other Less than 0.5%  Total Nights Spent on Entire Trip  11% 12 11% 13 16%	Q2A Motorcoach/Group Tour - All modes of transportation for trip	3%
Primary Mode of Travel Used on Entire Trip  Own Auto/truck Rental car Camper/RV Ship/Boat Airplane Bus Train Motorcycle Other  Total Nights Spent on Entire Trip  D 11% 11% 12 117% 13 16%	Q2A Other - All modes of transportation for trip	1%
Own Auto/truck Rental car Camper/RV Ship/Boat Airplane Bus Train Motorcycle Other  Total Nights Spent on Entire Trip  11% 11% 12 11% 12 11% 12 11% 13 16%	Q2A Motorcycle - All modes of transportation for trip	2%
Rental car Camper/RV Camper/RV Ship/Boat Airplane Bus Train 1% Motorcycle 11% Other Less than 0.5% Total Nights Spent on Entire Trip 11% 11% 11% 11% 11% 11% 11% 11% 11% 11	Primary Mode of Travel Used on Entire Trip	
Camper/RV Ship/Boat Airplane Bus Train 1% Motorcycle Other  Total Nights Spent on Entire Trip 0 11% 11% 12 11% 12 17% 18	Own Auto/truck	80%
Ship/Boat Airplane  Bus Train  Motorcycle  Other  Total Nights Spent on Entire Trip  Discrept Spent on Entire Trip  11% 11% 11% 11% 11% 11% 11% 11% 11% 1	Rental car	8%
Airplane Bus Train  Motorcycle  Other  Less than 0.5%  Total Nights Spent on Entire Trip  11% 11% 11% 128 16%	Camper/RV	2%
Bus Train  Motorcycle  Other  Total Nights Spent on Entire Trip  11% 11% 11% 2 17% 3 16%	Ship/Boat	1%
Train Motorcycle Other  Total Nights Spent on Entire Trip  11% 11% 11% 2 11% 2 17% 3 16%	Airplane	8%
Motorcycle Other  Total Nights Spent on Entire Trip  11% 11% 11% 12 11% 11% 11% 11% 11% 11%	Bus	
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Total Nights Spent on Entire Trip  11% 1 11% 2 17% 3 16%	Motorcycle	1%
11% 1 11% 2 17% 3 16%	Other	Less than 0.5%
1 11% 2 17% 3 16%	Total Nights Spent on Entire Trip	
17% 3 16%	0	11%
16%	1	
	2	17%
17%	3	
	4	17%
11%	·	110/

6	3%
7	8%
8 through 13	5%
14+	2%
Mean:	4.1
Median:	3.0
INICUIAII.	3.0
Total Number of Nights at Lodging Used Anywhere in Virginia	
1	16%
2	25%
3	15%
4	21%
5+	24%
Mean:	4.1
Median:	3.0
Types of Lodging Used Anywhere in Virginia	
Q4F Number of nights spent in Hotel/Motel	51%
Q4F Number of nights spent in B&B	2%
Q4F Number of nights spent in Private Home	20%
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	1%
Q4F Number of nights spent in Personal Second Home/Condo	3%
Q4F Number of nights spent in Rental Home	5%
Q4F Number of nights spent in Shared Economy Property	1%
Top 15 Brands of Hotel Stayed in Longest in Virginia	
Hilton Hotels & Resorts	18%
Best Western	8%
Marriott Hotels/Resorts/Suites	7%
Comfort Inns/Suites	7%
Hampton Inns/Suites	6%
La Quinta Inns	6%
Other	5%
Residence Inn by Marriott	4%
Holiday Inn	4%
Motel 6	4%
Holiday Inn Express	3%
Hilton Garden Inn	3%
Days Inn	3%
Extended Stay America	2%
Park Hyatt	2%

Travel Party Spending	
\$0	
\$1 to less than \$100	20%
\$100 to less than \$250	19%
\$250 to less than \$500	18%
\$500 to less than \$750	11%
\$750 to less than \$1,000	12%
\$1000+	22%
Mean:	\$731
Median:	\$360
Traveler Spending in Virginia (Percentage of Total Spending By Category	y)**
Q4G Total \$s spent on Lodging	22%
Q4G Total \$s spent on Food/Beverage/Dining (excluding groceries)	18%
Q4G Total \$s spent on Groceries	5%
Q4G Total \$s spent on Entertainment (excluding gaming)/Admissions	7%
Q4G Total \$s spent on (Casino) Gaming	1%
Q4G Total \$s spent on Shopping/Gifts/Souvenirs	13%
Q4G Total \$s spent on Amenities (golf fees, spa, health club, ski passes, etc.)	3%
Q4G Total \$s spent on Other	2%
Q4G Total \$s spent on Transportation to State	15%
Q4G Total \$s spent on Transportation within state	3%
Q4G Total \$s spent on Gasoline within state	9%
Q4G Total \$s 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	16%
Q4H Activities/Attractions Visited - Historic sites/Churches	12%
Q4H Activities/Attractions Visited - Museums	18%
Q4H Activities/Attractions Visited - Musical theater	6%
Q4H Activities/Attractions Visited - Old homes/mansions	5%
Q4H Activities/Attractions Visited - Symphony/opera/concert	Less than 0.5%
Q4H Activities/Attractions Visited - Theater/drama	3%
Q4H Activities/Attractions Visited - Native American ruins/Rock art	1%
Q4H Activities/Attractions Visited - Local/folk arts/crafts	4%
Q4H Activities/Attractions Visited - Musical performance/show	2%
Adventure Sports	
Q4H Activities/Attractions Visited - Hang gliding/skydiving/base jumping	Less than 0.5%

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	1%
Q4H Activities/Attractions Visited - Whitewater	1%
rafting/Kayaking/Canoeing/Paddleboarding	170
Q4H Activities/Attractions Visited - Mountain biking	2%
Sports & Recreation	
Q4H Activities/Attractions Visited - Biking/Road biking/Cycling	3%
Q4H Activities/Attractions Visited - Fishing	2%
Q4H Activities/Attractions Visited - Golf	1%
Q4H Activities/Attractions Visited - Horseback riding	2%
Q4H Activities/Attractions Visited - Hunting	2%
Q4H Activities/Attractions Visited - Sports event-Major/Professional	1%
Q4H Activities/Attractions Visited - Motor boat/Jet Ski	2%
Q4H Activities/Attractions Visited - Motor sports - NASCAR/Indy	1%
Q4H Activities/Attractions Visited - Sailing	4%
Q4H Activities/Attractions Visited - Snowmobiling	1%
Q4H Activities/Attractions Visited - Snow sports other than skiing or snowmobiling	
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	1%
Q4H Activities/Attractions Visited - Sports events-Youth/Amateur/Collegiate/Other-	40/
spectator	1%
Q4H Activities/Attractions Visited - Sports events-Youth/Amateur/Collegiate/Other-	1 th 0 F0/
participant	Less than 0.5%
Nature / Outdoor Activities	
Q4H Activities/Attractions Visited - Beach	24%
Q4H Activities/Attractions Visited - Bird watching	1%
Q4H Activities/Attractions Visited - Camping	6%
Q4H Activities/Attractions Visited - Caverns	1%
Q4H Activities/Attractions Visited - Gardens	7%
Q4H Activities/Attractions Visited - Nature travel/Ecotouring	3%
Q4H Activities/Attractions Visited - Wildlife viewing	3%
Q4H Activities/Attractions Visited - Farms/ranches/Agri-tours	4%
Q4H Activities/Attractions Visited - Other nature	2%
Q4H Activities/Attractions Visited - State park/Monuments/Recreation areas	7%
Q4H Activities/Attractions Visited - National park/Monuments/Recreation areas	7%
Entertainment / Amusement	
Q4H Activities/Attractions Visited - Casino/gaming	3%
Q4H Activities/Attractions Visited - Fine dining	23%
Q4H Activities/Attractions Visited - Nightclub/dancing	6%
Q4H Activities/Attractions Visited - Shopping	34%
Q4H Activities/Attractions Visited - Spa/health club	4%

QAH Activities/Attractions Visited - Special events/Festivals (e.g., Mardi Gras, hot air bailbon QAH Activities/Attractions Visited - Theme park/Amusement park/Water park QAH Activities/Attractions Visited - Wine tasting/winery tour QAH Activities/Attractions Visited - Rodeo/State fair QAH Activities/Attractions Visited - Rodeo/State fair QAH Activities/Attractions Visited - Bodeo/State fair QAH Activities/Attractions Visited - Distilleries Family Activities/Attractions Visited - Brailly reunion QAH Activities/Attractions Visited - High School/College reunion QAH Activities/Attractions Visited - High School/College reunion QAH Activities/Attractions Visited - Visiting friends QAH Activities/Attractions Visited - Visiting relatives Sightseeing QAH Activities/Attractions Visited - Rural sightseeing QAH Activities/Attractions Visited - Rural sightseeing QAH Activities/Attractions Visited - Area where TV or movie was filmed  Top 25 Most Frequently Visited Cities in Virginia  Virginia Beach Chesapeake  Virginia Beach Chesapeake  Virginia Beach Chesapeake  QAH Activities/Attractions Visited - Area where TV or movie was filmed  22%  Cape Charles  Hampton  Chincoteague  Williamsburg  22% Cape Charles  Hampton  Chincoteague  Milliamsburg  22% Cape Charles  Hampton  Chincoteague  Milliamsburg  20% Alexandria  Newport News  17% Cumberland Gap  Charlottesville  Harrisonburg  Charlottesville  Harrisonburg  Charlottesville  Harrisonburg  13% Charlottesville  Harrisonburg  14% Portsmouth  Blacksburg  13% Big Stone Gap  Danville  134% Big Stone Gap  Danville  134% Bedford  Noton  Suffolk  Gloucester		
Q4H Activities/Attractions Visited - Vine tasting/winery tour Q4H Activities/Attractions Visited - Zoos/Aquariums/Aviaries Q4H Activities/Attractions Visited - Rode-Ofstate fair Q4H Activities/Attractions Visited - Craft breweries Q4H Activities/Attractions Visited - Distilleries Samily Activities Q4H Activities/Attractions Visited - Distilleries Samily Activities Q4H Activities/Attractions Visited - Family reunion Q4H Activities/Attractions Visited - High School/College reunion Q4H Activities/Attractions Visited - Visiting friends Q4H Activities/Attractions Visited - Visiting relatives Sightseeing Q4H Activities/Attractions Visited - Visiting relatives Sightseeing Q4H Activities/Attractions Visited - Urban sightseeing Q4H Activities/Attractions Visited - Urban sightseeing Q4H Activities/Attractions Visited - Urban sightseeing Q4H Activities/Attractions Visited - Irban sightseei	•	3%
Q4H Activities/Attractions Visited - Vine tasting/winery tour Q4H Activities/Attractions Visited - Zoos/Aquariums/Aviaries Q4H Activities/Attractions Visited - Rode-Ofstate fair Q4H Activities/Attractions Visited - Craft breweries Q4H Activities/Attractions Visited - Distilleries Samily Activities Q4H Activities/Attractions Visited - Distilleries Samily Activities Q4H Activities/Attractions Visited - Family reunion Q4H Activities/Attractions Visited - High School/College reunion Q4H Activities/Attractions Visited - Visiting friends Q4H Activities/Attractions Visited - Visiting relatives Sightseeing Q4H Activities/Attractions Visited - Visiting relatives Sightseeing Q4H Activities/Attractions Visited - Urban sightseeing Q4H Activities/Attractions Visited - Urban sightseeing Q4H Activities/Attractions Visited - Urban sightseeing Q4H Activities/Attractions Visited - Irban sightseei		11%
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Q4H Activities/Attractions Visited - Distilleries 3% Family Activities Attractions Visited - Distilleries 3% Family Activities Q4H Activities/Attractions Visited - Family reunion 10% Q4H Activities/Attractions Visited - High School/College reunion 15% Q4H Activities/Attractions Visited - Visiting friends 16% Q4H Activities/Attractions Visited - Visiting friends 16% Q4H Activities/Attractions Visited - Visiting relatives 19% Sightseeing 24H Activities/Attractions Visited - Rural sightseeing 8% Q4H Activities/Attractions Visited - Rural sightseeing 7% Q4H Activities/Attractions Visited - Urban sightseeing 7% Q4H Activities/Attractions Visited - Area where TV or movie was filmed 2% Top 25 Most Frequently Visited Cities in Virginia Pach 45% Chesapeake 44% Norfolk 26% Richmond 23% Williamsburg 22% Cape Charles 22% C	Q4H Activities/Attractions Visited - Zoos/Aquariums/Aviaries	6%
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Q4H Activities/Attractions Visited - High School/College reunion     1%       Q4H Activities/Attractions Visited - Visiting friends     16%       Q4H Activities/Attractions Visited - Visiting relatives     19%       Sightseeing     8       Q4H Activities/Attractions Visited - Rural sightseeing     7%       Q4H Activities/Attractions Visited - Urban sightseeing     7%       Q4H Activities/Attractions Visited - Area where TV or movie was filmed     2%       Top 25 Most Frequently Visited Cities in Virginia       Virginia Beach     45%       Chesapeake     34%       Norfolk     26%       Richmond     23%       Williamsburg     22%       Cape Charles     22%       Hampton     21%       Chincoteague     20%       Washington, DC     20%       Alexandria     19%       Newport News     17%       Cumberland Gap     16%       Charlottesville     15%       Harrisonburg     14%       Colonial Beach     14%       Portsmouth     14%       Blacksburg     13%       Big Stone Gap     13%       Big Stone Gap     13%       Big Stone Gap     12%       Norton     12%       Suffolk     11%	Family Activities	
Q4H Activities/Attractions Visited - Visiting friends     16%       Q4H Activities/Attractions Visited - Visiting relatives     19%       Sightseeing     8%       Q4H Activities/Attractions Visited - Rural sightseeing     7%       Q4H Activities/Attractions Visited - Urban sightseeing     7%       Q4H Activities/Attractions Visited - Area where TV or movie was filmed     2%       Top 25 Most Frequently Visited Cities in Virginia       Virginia Beach     45%       Chesapeake     34%       Norfolk     26%       Richmond     23%       Williamsburg     22%       Cape Charles     22%       Hampton     21%       Chincoteague     20%       Washington, DC     20%       Alexandria     19%       Newport News     17%       Cumberland Gap     16%       Charlottesville     15%       Harrisonburg     14%       Colonial Beach     14%       Portsmouth     14%       Blacksburg     13%       Reedville     13%       Big Stone Gap     13%       Danville     13%       Fairfax     12%       Norton     12%       Suffolk     11%	Q4H Activities/Attractions Visited - Family reunion	10%
Q4H Activities/Attractions Visited - Visiting relatives Sightseeing Q4H Activities/Attractions Visited - Rural sightseeing Q4H Activities/Attractions Visited - Urban sightseeing Q4H Activities/Attractions Visited - Area where TV or movie was filmed  Top 25 Most Frequently Visited Cities in Virginia  Virginia Beach Chesapeake 34% Norfolk 826% Richmond 23% Williamsburg 22% Cape Charles 12% Charloteague 20% Washington, DC Alexandria Newport News 17% Cumberland Gap Charlotseville 15% Harrisonburg 14% Colonial Beach 14% Colonial Beach 14% Portsmouth 14% Blacksburg Reedville 13% Reedville 13% Reedville 13% Big Stone Gap Danville Fairfax 12% Norton 12% Suffolk 11%	Q4H Activities/Attractions Visited - High School/College reunion	1%
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Q4H Activities/Attractions Visited - Rural sightseeing8%Q4H Activities/Attractions Visited - Urban sightseeing7%Q4H Activities/Attractions Visited - Area where TV or movie was filmed2%Top 25 Most Frequently Visited Cities in VirginiaVirginia BeachChesapeake34%Norfolk26%Richmond23%Williamsburg22%Cape Charles22%Hampton21%Chincoteague20%Washington, DC20%Alexandria19%Newport News17%Cumberland Gap16%Charlottesville15%Harrisonburg14%Colonial Beach14%Portsmouth14%Blacksburg13%Reedville13%Big Stone Gap13%Danville13%Fairfax12%Norton12%Suffolk11%	Q4H Activities/Attractions Visited - Visiting relatives	19%
Q4H Activities/Attractions Visited - Urban sightseeing Q4H Activities/Attractions Visited - Area where TV or movie was filmed  Top 25 Most Frequently Visited Cities in Virginia  Virginia Beach Chesapeake 344 Norfolk Richmond 228 Williamsburg 229 Cape Charles 4206 Hampton Chincoteague 2007 Washington, DC Alexandria Newport News 177 Cumberland Gap Charlottesville Harrisonburg Cholonial Beach Portsmouth Blacksburg Reedville Big Stone Gap Davidle Fairfax Bedford Norton Suffolk  Virginia 245 Kashington, DC Alexandria	Sightseeing	
Q4H Activities/Attractions Visited - Area where TV or movie was filmed  Top 25 Most Frequently Visited Cities in Virginia  Virginia Beach  45% Chesapeake  34% Norfolk  Richmond  23% Williamsburg  22% Cape Charles  Hampton  Chincoteague  20% Washington, DC  Alexandria  Newport News  17% Cumberland Gap  Charlottesville  Harrisonburg  Colonial Beach  14% Portsmouth  Blacksburg  Reedville  Blacksburg  Reedville  Bis Stone Gap  Danville  Fairfax  Bedford  Norton  Suffolk  Lisk  Suffolk  Lisk  Suffolk  Lisk  Suffolk  Lisk  Alexandria	Q4H Activities/Attractions Visited - Rural sightseeing	8%
Top 25 Most Frequently Visited Cities in Virginia  Virginia Beach Chesapeake 34% Norfolk Richmond 23% Williamsburg 22% Cape Charles 4 22% Hampton Chincoteague 20% Washington, DC Alexandria Newport News 17% Cumberland Gap 16% Charlottesville 15% Harrisonburg Colonial Beach 14% Colonial Beach 14% Portsmouth Blacksburg Reedville Bis Stone Gap 13% Beg Stone Gap 13% Begford Norton 12% Suffolk Suffolk	Q4H Activities/Attractions Visited - Urban sightseeing	7%
Virginia Beach       45%         Chesapeake       34%         Norfolk       26%         Richmond       23%         Williamsburg       22%         Cape Charles       22%         Hampton       21%         Chincoteague       20%         Washington, DC       20%         Alexandria       19%         Newport News       17%         Cumberland Gap       16%         Charlottesville       15%         Harrisonburg       14%         Colonial Beach       14%         Portsmouth       14%         Blacksburg       13%         Reedville       13%         Big Stone Gap       13%         Danville       13%         Fairfax       12%         Bedford       12%         Norton       12%         Suffolk       11%	Q4H Activities/Attractions Visited - Area where TV or movie was filmed	2%
Chesapeake       34%         Norfolk       26%         Richmond       23%         Williamsburg       22%         Cape Charles       22%         Hampton       21%         Chincoteague       20%         Washington, DC       20%         Alexandria       19%         Newport News       17%         Cumberland Gap       16%         Charlottesville       15%         Harrisonburg       14%         Colonial Beach       14%         Portsmouth       14%         Blacksburg       13%         Reedville       13%         Big Stone Gap       13%         Danville       13%         Fairfax       12%         Bedford       12%         Norton       12%         Suffolk       11%	Top 25 Most Frequently Visited Cities in Virginia	
Norfolk         26%           Richmond         23%           Williamsburg         22%           Cape Charles         22%           Hampton         21%           Chincoteague         20%           Washington, DC         20%           Alexandria         19%           Newport News         17%           Cumberland Gap         16%           Charlottesville         15%           Harrisonburg         14%           Colonial Beach         14%           Portsmouth         14%           Blacksburg         13%           Reedville         13%           Big Stone Gap         13%           Danville         13%           Fairfax         12%           Bedford         12%           Norton         12%           Suffolk         11%	-	
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Bedford 12% Norton 12% Suffolk 11%		
Norton 12% Suffolk 11%		
Suffolk 11%		
Gloucester 11%		
	Gloucester	11%

Top 25 Virginia Attractions Most Frequently Visited by Travelers	
Chesapeake Bay Bridge - Tunnel (Eastern Shore)	66%
Assateague Island National Seashore (Eastern Shore)	20%
Chincoteague National Wildlife Refuge (Eastern Shore)	18%
Colonial Williamsburg (Hampton Roads)	16%
Busch Gardens (Hampton Roads)	15%
Appalachian Trail (Blue Ridge Highlands)	14%
Blue Ridge Parkway (Blue Ridge Highlands)	13%
Appalachian Trail (Heart of Appalachia)	12%
Belle Isle State Park (Chesapeake Bay)	11%
Norfolk Naval Station (Hampton Roads)	11%
Blue Ridge Parkway (Central Virginia)	11%
Kiptopeke State Park (Eastern Shore)	11%
Blue Ridge Parkway (Shenandoah Valley)	10%
Civil War Trail (Heart of Appalachia)	10%
Prime Outlets – Williamsburg (Hampton Roads)	10%
Civil War Trail (Chesapeake Bay)	10%
Appalachian Trail (Northern Virginia)	9%
Bugg's Island Lake / Lake Gaston (Southern Virginia)	9%
Civil War Trail (Southern Virginia)	9%
NASA Wallops Flight Facility Visitor Center (Eastern Shore)	9%
Virginia Museum of Natural History (Southern Virginia)	9%
The Crooked Road – Virginia's Heritage Music Trail (Heart of Appalachia)	8%
Blue Ridge Parkway (Northern Virginia)	8%
Tyson's Corner Mall (Northern Virginia)	8%
Appalachian Trail (Shenandoah Valley)	7%
Satisfaction With Experience in Virginia	
Not at all satisfied	1%
Not very satisfied	
Somewhat satisfied	11%
Very satisfied	35%
Extremely satisfied	54%
Advance Planning Time - Considered Visiting Virginia	
Less than 2 weeks before the visit	32%
Within 2 weeks - 4 weeks of visit	13%
At least 1 month, but less than 3 months before the visit	18%
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	11%
More than a year before the visit	10%
Advance Planning Time - Decided to Visit Virginia	
Less than 2 weeks before the visit	44%

Within 2 weeks - 4 weeks of visit	16%
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	7%
More than a year before the visit	6%
infore than a year before the visit	070
Planning Information Sources for Virginia	
Offline Sources	
Friends/relatives	42%
Own experience	42%
Travel agent (in person or by phone)	6%
Travel club (eg. AAA)	5%
Travel book	7%
Newspaper	11%
Magazine	9%
TV	9%
Radio	6%
Destination printed material	8%
Travel provider (airline, hotel, rental car cruise, etc.) either in person or by phone	5%
Other offline planning sources	1%
Corporate travel department (in person or by phone)	1%
Online Sources	
Corporate desktop travel tool/intranet	1%
Online full service travel website (Expedia. Travelocity, etc.)	9%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	5%
Travel provider website (airline, hotel, rental car, cruise, tour)	12%
Other online planning sources	Less than 0.5%
Destination website	13%
MySpace	
Facebook	19%
LinkedIn	5%
Match.com	
Twitter.com	7%
Instagram	9%
Blogs	2%
TripAdvisor	9%
Yahoo Trip Planner	5%
VibeAgent	1%
Other social/commercial networking sources (Specify)	1%
iPhone	
Mobile Web Browsing	12%
Other mobile sites	1%
Search engines (Google, Bing, Yahoo, etc)	16%
Pinterest	5%
Travel review sites (TripAdvisor, Yelp, etc)	8%
Online forums	2%

Other	
Someone else planned for me and I don't know the method	1%
No plans were made for this destination	6%
No plans were made for this destination	070
Booking Methods Used for Virginia	
Offline Methods	
Travel agent (in person or by phone)	11%
Directly with travel provider (airline, hotel, rental car, cruise, etc.) either in person/phone	14%
Travel club (e.g. AAA)	7%
Corporate travel department (in person or by phone)	10%
Directly with destination or attraction (tourist/visitor center, etc.) in person or by phone	13%
Some other offline booking method	2%
Online Methods	
Corporate desktop travel tool/internet	9%
Travel provider website (airline, hotel, rental car, cruise, tour)	9%
Destination website (official site of state, city or attraction)	13%
Online full service travel website (Expedia, Travelocity, etc.)	16%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	6%
Some other online booking method	3%
<u>Other</u>	
Some other method	
Someone else booked for me and I don't know the method	4%
No bookings were made for this destination	31%
Unsure, I just used link from social/commercial networking or mobile source (such as	20/
MySpace, Facebook, Trip Advisor, etc.)	3%
Top 10 Other States Visited for Leisure in Past 12 Months	
Virginia	84%
Maryland	39%
Washington D.C	33%
Florida	29%
North Carolina	26%
Pennsylvania	24%
New Jersey	22%
New York	21%
South Carolina	21%
Georgia	21%
Travel Party Origin - Top 10 DMAs (Designated Marketing Areas) for the	
profiled travel segment	
Washington, DC (Hagerstown)	16%
Norfolk-Portsmouth-Newport News	16%
New York	12%
Greensboro-High Point-Winston Salem	7%
-	

Raleigh-Durham (Fayetteville)	5%
Roanoke-Lynchburg	4%
Philadelphia	4%
Salisbury	4%
Wilkes Barre-Scranton	3%
Richmond-Petersburg	3%
Travel Party Origin - Top 10 States for the profiled travel segment	3/0
Virginia	36%
North Carolina	15%
Pennsylvania	7%
New Jersey	7%
Maryland	6%
New York	5%
Delaware	4%
South Carolina	3%
Massachusetts	3%
Florida	2%
Ethnicity of Household Head	
White	80%
Black/African	13%
Asian or Pacific Islander	5%
Other	2%
Prefer not to answer	Less than 0.5%
Hispanic Origin of Household Head	
Spanish/Hispanic	13%
Not Spanish/Hispanic	87%
Household Size	
1	8%
2	38%
3	16%
4	22%
5	14%
6+	2%
Age of Respondent	
18-24	13%
25-34	27%
35-44	17%
45-54	14%

55-64	16%
65+	13%
Mean:	43
Median:	40
Marital Status	
Now married	67%
Never married	22%
Divorced, Widowed, Separated	11%
Respondent Education	
Graduated High school	18%
Some college - no degree	26%
Graduated college-Associate's degree (2 year)	16%
Graduated college-Bachelor's degree (4 year)	24%
Post Graduate degree-MS,MA,MBA,DVM,PhD,DDS,etc.	17%
Annual Household Income	
Under \$10,000	4%
\$10,000-\$14,999	6%
\$15,000-\$19,999	3%
\$20,000-\$24,999	2%
\$25,000-\$29,999	5%
\$30,000-\$34,999	2%
\$35,000-\$39,999	4%
\$40,000-\$49,999	5%
\$50,000-\$59,999	16%
\$60,000-\$74,999	14%
\$75,000-\$99,999	11%
\$100,000-\$124,999	8%
\$125,000-\$149,999	7%
\$150,000-\$199,999	13%
\$200,000 +	2%
Mean:	\$92,800
Median:	\$10,000
Top 15 States Visited on Same Trip	
Virginia	100%
North Carolina	6%
Delaware	5%
Maryland	5%
Washington D.C	5%
West Virginia	5%

Danneylyania	4%
Pennsylvania	
South Dakota	3%
Georgia	3%
Kentucky	2%
New York	2%
Tennessee	2%
Florida	2%
South Carolina	2%
New Jersey	1%
Tan 10 Other Ctates Dien to Visit far Leisure in Next 2 Veers	
Top 10 Other States Plan to Visit for Leisure in Next 2 Years  Virginia	48%
Virginia	48% 36%
· ·	48% 36% 32%
Virginia Maryland	36%
Virginia Maryland Florida	36% 32%
Virginia  Maryland Florida North Carolina	36% 32% 23%
Virginia Maryland Florida North Carolina New York	36% 32% 23% 22%
Virginia  Maryland  Florida  North Carolina  New York  Washington D.C	36% 32% 23% 22% 22%
Virginia  Maryland  Florida  North Carolina  New York  Washington D.C  South Carolina	36% 32% 23% 22% 22% 20%

## **Cities**

## **Cape Charles**

Chincoteague

Onancock

Tangier Island

## **Attractions**

Assateague Island National Seashore Chesapeake Bay Bridge-Tunnel Chincoteague National Wildlife Refuge Kiptopeke State Park NASA Wallops Flight Facility Visitor Center