

# VIRGINIA IS FOR LOVERS<sup>®</sup>

## 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%.**

	<b>All</b>
<b>Sample Size (N)</b>	154
<b>Weighted Percent of Total</b>	100% (n=176)
<b>Primary purpose of Trip</b>	
Visit friends/relatives	44%
Outdoor recreation	11%
Entertainment/Sightseeing	15%
Other pleasure/personal	13%
Personal business	4%
Business - Convention/tradeshaw	
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%
<b>All purposes of trip</b>	
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%
<b>Month of Travel</b>	
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%
<b>Holiday Travel</b>	
VA1_1. Did your ... trip to Virginia include a holiday or a holiday weekend?	41%
<b>Weekend Getaway</b>	
VA2_1. Did this trip include a Friday night and/or a Saturday night in Virginia?	69%
<b>Total travel party size</b>	
1	12%
2	38%
3	13%
4	23%
5	8%
6+	7%
Mean:	3.1
Median:	3.0
<b>Age of Travel Party Members</b>	
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%

VA5_5_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 25 - 34	17%
VA5_6_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 35 - 44	13%
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	11%
VA5_9_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 65 and over	8%
<b>Travel Party Members Under 18 Years Old</b>	
Travel parties that include children under 18	47%
<b>Modes of Travel Used on Entire Trip (all states visited)</b>	
Q2A Own Auto/truck - All modes of transportation for trip	84%
Q2A Rental car- All modes of transportation for trip	13%
Q2A Camper/RV- All modes of transportation for trip	6%
Q2A Ship/Boat- All modes of transportation for trip	6%
Q2A Airplane- All modes of transportation for trip	14%
Q2A Bus - All modes of transportation for trip	5%
Q2A Train - All modes of transportation for trip	6%
Q2A Motorcoach/Group Tour - All modes of transportation for trip	3%
Q2A Other - All modes of transportation for trip	1%
Q2A Motorcycle - All modes of transportation for trip	2%
<b>Primary Mode of Travel Used on Entire Trip</b>	
Own Auto/truck	80%
Rental car	8%
Camper/RV	2%
Ship/Boat	1%
Airplane	8%
Bus	
Train	1%
Motorcycle	1%
Other	Less than 0.5%
<b>Total Nights Spent on Entire Trip</b>	
0	11%
1	11%
2	17%
3	16%
4	17%
5	11%

6	3%
7	8%
8 through 13	5%
14+	2%
Mean:	4.1
Median:	3.0
<b>Total Number of Nights at Lodging Used Anywhere in Virginia</b>	
1	16%
2	25%
3	15%
4	21%
5+	24%
Mean:	4.1
Median:	3.0
<b>Types of Lodging Used Anywhere in Virginia</b>	
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%
<b>Top 15 Brands of Hotel Stayed in Longest in Virginia</b>	
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%

<b>Travel Party Spending</b>	
\$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:	<b>\$731</b>
Median:	<b>\$360</b>
<b>Traveler Spending in Virginia (Percentage of Total Spending By Category)**</b>	
Q4G Total \$\$ spent on Lodging	22%
Q4G Total \$\$ spent on Food/Beverage/Dining (excluding groceries)	18%
Q4G Total \$\$ spent on Groceries	5%
Q4G Total \$\$ spent on Entertainment (excluding gaming)/Admissions	7%
Q4G Total \$\$ spent on (Casino) Gaming	1%
Q4G Total \$\$ spent on Shopping/Gifts/Souvenirs	13%
Q4G Total \$\$ spent on Amenities (golf fees, spa, health club, ski passes, etc.)	3%
Q4G Total \$\$ spent on Other	2%
Q4G Total \$\$ spent on Transportation to State	15%
Q4G Total \$\$ spent on Transportation within state	3%
Q4G Total \$\$ spent on Gasoline within state	9%
Q4G Total \$\$ spent on Parking/Tolls within state	2%
**Note: The questionnaire spending categories changed in Q3 2013.	
<b>General Activities / Attractions Visited in Virginia</b>	
<u>Arts &amp; Culture</u>	
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%
<u>Adventure Sports</u>	
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 rafting/Kayaking/Canoeing/Paddleboarding	1%
Q4H Activities/Attractions Visited - Mountain biking	2%
<b>Sports &amp; Recreation</b>	
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-spectator	1%
Q4H Activities/Attractions Visited - Sports events-Youth/Amateur/Collegiate/Other-participant	Less than 0.5%
<b>Nature / Outdoor Activities</b>	
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%
<b>Entertainment / Amusement</b>	
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%

Q4H Activities/Attractions Visited - Special events/Festivals (e.g., Mardi Gras, hot air balloon)	3%
Q4H Activities/Attractions Visited - Theme park/Amusement park/Water park	11%
Q4H Activities/Attractions Visited - Wine tasting/winery tour	7%
Q4H Activities/Attractions Visited - Zoos/Aquariums/Aviaries	6%
Q4H Activities/Attractions Visited - Rodeo/State fair	
Q4H Activities/Attractions Visited - Craft breweries	6%
Q4H Activities/Attractions Visited - Distilleries	3%
<b>Family Activities</b>	
Q4H Activities/Attractions Visited - Family reunion	10%
Q4H Activities/Attractions Visited - High School/College reunion	1%
Q4H Activities/Attractions Visited - Visiting friends	16%
Q4H Activities/Attractions Visited - Visiting relatives	19%
<b>Sightseeing</b>	
Q4H Activities/Attractions Visited - Rural sightseeing	8%
Q4H Activities/Attractions Visited - Urban sightseeing	7%
Q4H Activities/Attractions Visited - Area where TV or movie was filmed	2%
<b>Top 25 Most Frequently Visited Cities in Virginia</b>	
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%
Gloucester	11%

<b>Top 25 Virginia Attractions Most Frequently Visited by Travelers</b>	
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%
<b>Satisfaction With Experience in Virginia</b>	
Not at all satisfied	1%
Not very satisfied	
Somewhat satisfied	11%
Very satisfied	35%
Extremely satisfied	54%
<b>Advance Planning Time - Considered Visiting Virginia</b>	
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%
<b>Advance Planning Time - Decided to Visit Virginia</b>	
Less than 2 weeks before the visit	44%



<b>Within 2 weeks - 4 weeks of visit</b>	16%
<b>At least 1 month, but less than 3 months before the visit</b>	17%
<b>At least 3 months, but less than 6 months before the visit</b>	11%
<b>At least 6 months, but less than 1 year before the visit</b>	7%
<b>More than a year before the visit</b>	6%
<b>Planning Information Sources for Virginia</b>	
<b>Offline Sources</b>	
<b>Friends/relatives</b>	42%
<b>Own experience</b>	42%
<b>Travel agent (in person or by phone)</b>	6%
<b>Travel club (eg. AAA)</b>	5%
<b>Travel book</b>	7%
<b>Newspaper</b>	11%
<b>Magazine</b>	9%
<b>TV</b>	9%
<b>Radio</b>	6%
<b>Destination printed material</b>	8%
<b>Travel provider (airline, hotel, rental car cruise, etc.) either in person or by phone</b>	5%
<b>Other offline planning sources</b>	1%
<b>Corporate travel department (in person or by phone)</b>	1%
<b>Online Sources</b>	
<b>Corporate desktop travel tool/intranet</b>	1%
<b>Online full service travel website (Expedia, Travelocity, etc.)</b>	9%
<b>Traditional travel agency website (American Express, Carlson Wagonlit, etc.)</b>	5%
<b>Travel provider website (airline, hotel, rental car, cruise, tour)</b>	12%
<b>Other online planning sources</b>	Less than 0.5%
<b>Destination website</b>	13%
<b>MySpace</b>	
<b>Facebook</b>	19%
<b>LinkedIn</b>	5%
<b>Match.com</b>	
<b>Twitter.com</b>	7%
<b>Instagram</b>	9%
<b>Blogs</b>	2%
<b>TripAdvisor</b>	9%
<b>Yahoo Trip Planner</b>	5%
<b>VibeAgent</b>	1%
<b>Other social/commercial networking sources (Specify)</b>	1%
<b>iPhone</b>	
<b>Mobile Web Browsing</b>	12%
<b>Other mobile sites</b>	1%
<b>Search engines (Google, Bing, Yahoo, etc)</b>	16%
<b>Pinterest</b>	5%
<b>Travel review sites (TripAdvisor, Yelp, etc)</b>	8%
<b>Online forums</b>	2%

<b>Other</b>	
Someone else planned for me and I don't know the method	1%
No plans were made for this destination	6%
<b>Booking Methods Used for Virginia</b>	
<b>Offline Methods</b>	
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%
<b>Online Methods</b>	
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%
<b>Other</b>	
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 MySpace, Facebook, Trip Advisor, etc.)	3%
<b>Top 10 Other States Visited for Leisure in Past 12 Months</b>	
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%
<b>Travel Party Origin - Top 10 DMAs (Designated Marketing Areas) for the profiled travel segment</b>	
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%
<b>Travel Party Origin - Top 10 States for the profiled travel segment</b>	
Virginia	36%
North Carolina	15%
Pennsylvania	7%
New Jersey	7%
Maryland	6%
New York	5%
Delaware	4%
South Carolina	3%
Massachusetts	3%
Florida	2%
<b>Ethnicity of Household Head</b>	
White	80%
Black/African	13%
Asian or Pacific Islander	5%
Other	2%
Prefer not to answer	Less than 0.5%
<b>Hispanic Origin of Household Head</b>	
Spanish/Hispanic	13%
Not Spanish/Hispanic	87%
<b>Household Size</b>	
1	8%
2	38%
3	16%
4	22%
5	14%
6+	2%
<b>Age of Respondent</b>	
18-24	13%
25-34	27%
35-44	17%
45-54	14%

55-64	16%
65+	13%
Mean:	<b>43</b>
Median:	<b>40</b>
<b>Marital Status</b>	
Now married	67%
Never married	22%
Divorced, Widowed, Separated	11%
<b>Respondent Education</b>	
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%
<b>Annual Household Income</b>	
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:	<b>\$92,800</b>
Median:	<b>\$10,000</b>
<b>Top 15 States Visited on Same Trip</b>	
Virginia	100%
North Carolina	6%
Delaware	5%
Maryland	5%
Washington D.C	5%
West Virginia	5%

<b>Pennsylvania</b>	4%
<b>South Dakota</b>	3%
<b>Georgia</b>	3%
<b>Kentucky</b>	2%
<b>New York</b>	2%
<b>Tennessee</b>	2%
<b>Florida</b>	2%
<b>South Carolina</b>	2%
<b>New Jersey</b>	1%
<b>Top 10 Other States Plan to Visit for Leisure in Next 2 Years</b>	
<b>Virginia</b>	48%
<b>Maryland</b>	36%
<b>Florida</b>	32%
<b>North Carolina</b>	23%
<b>New York</b>	22%
<b>Washington D.C</b>	22%
<b>South Carolina</b>	20%
<b>Tennessee</b>	18%
<b>Pennsylvania</b>	14%
<b>New Jersey</b>	12%

**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