

# VIRGINIA IS FOR LOVERS®

## Coastal 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 **Coastal Virginia Region** during **FY 2016**.

	<b>All</b>
<b>Sample Size (N)</b>	422
<b>Weighted Percent of Total</b>	100% (n=462)
<b>Primary purpose of Trip</b>	
Visit friends/relatives	46%
Outdoor recreation	9%
Entertainment/Sightseeing	17%
Other pleasure/personal	13%
Personal business	4%
Business - Convention/tradeshaw	
Business - Conference/seminar	1%
Employee Training/Seminar	3%
Client or Customer Meeting/Service	2%
Internal Business Meeting	1%
Sales/Marketing	1%
Incentive/Reward	Less than 0.5%
Internal Operations/Equipment Repair or Service	
All Other General Business	2%
Other	2%
<b>All purposes of trip</b>	
Q1A Visit friends/relatives - All purposes for trip	57%
Q1A Outdoor recreation - All purposes for trip	28%
Q1A Entertainment/Sightseeing - All purposes for trip	39%
Q1A Other pleasure/personal - All purposes for trip	36%
Q1A Personal business - All purposes for trip	13%
* Q1A Business - Employee Training/Seminar - All purposes for trip	8%
* Q1A Business - Client or Customer Meeting/Service - All purposes for trip	8%
* Q1A Business - Internal Business Meeting - All purposes for trip	7%
* Q1A Business - Sales/Marketing - All purposes for trip	7%
* Q1A Business - Incentive/Reward - All purposes for trip	6%
* Q1A Business - Internal Operations/Equipment Repair or Service - All purposes for trip	5%
* Q1A Business - Any Other General Business - All purposes for trip	8%
Q1A Business - Convention/Tradeshaw - All purposes for trip	6%

Q1A Business - Conference/Seminar - All purposes for trip	7%
Q1A Other - All purposes for trip	4%
<b>Month of Travel</b>	
July-2015	17%
August-2015	14%
September-2015	12%
October-2015	9%
November-2015	11%
December-2015	9%
January-2016	6%
February-2016	5%
March-2016	6%
April-2016	4%
May-2016	4%
June-2016	2%
<b>Holiday Travel</b>	
VA1_1. Did your ... trip to Virginia include a holiday or a holiday weekend?	31%
<b>Weekend Getaway</b>	
VA2_1. Did this trip include a Friday night and/or a Saturday night in Virginia?	68%
<b>Total travel party size</b>	
1	17%
2	35%
3	15%
4	21%
5	6%
6+	6%
Mean:	2.9
Median:	2.0
<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	8%
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	15%

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	15%
VA5_8_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 55 - 64	12%
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	43%
<b>Modes of Travel Used on Entire Trip (all states visited)</b>	
Q2A Own Auto/truck - All modes of transportation for trip	85%
Q2A Rental car- All modes of transportation for trip	11%
Q2A Camper/RV- All modes of transportation for trip	3%
Q2A Ship/Boat- All modes of transportation for trip	4%
Q2A Airplane- All modes of transportation for trip	11%
Q2A Bus - All modes of transportation for trip	4%
Q2A Train - All modes of transportation for trip	4%
Q2A Motorcoach/Group Tour - All modes of transportation for trip	2%
Q2A Other - All modes of transportation for trip	3%
Q2A Motorcycle - All modes of transportation for trip	2%
<b>Primary Mode of Travel Used on Entire Trip</b>	
Own Auto/truck	82%
Rental car	7%
Camper/RV	1%
Ship/Boat	1%
Airplane	7%
Bus	Less than 0.5%
Train	1%
Motorcycle	Less than 0.5%
Other	2%
<b>Total Nights Spent on Entire Trip</b>	
0	13%
1	11%
2	23%
3	13%
4	11%
5	10%
6	4%
7	6%

8 through 13	5%
14+	6%
Mean:	<b>4.4</b>
Median:	<b>3.0</b>
<b>Total Number of Nights at Lodging Used Anywhere in Virginia</b>	
1	15%
2	29%
3	13%
4	13%
5+	29%
Mean:	<b>4.5</b>
Median:	<b>3.0</b>
<b>Types of Lodging Used Anywhere in Virginia</b>	
Q4F Number of nights spent in Hotel/Motel	49%
Q4F Number of nights spent in B&B	1%
Q4F Number of nights spent in Private Home	23%
Q4F Number of nights spent in Rental Condo	4%
Q4F Number of nights spent in Time Share	7%
Q4F Number of nights spent in RV/Tent	4%
Q4F Number of nights spent in Other	4%
Q4F Number of nights spent in Personal Second Home/Condo	3%
Q4F Number of nights spent in Rental Home	3%
Q4F Number of nights spent in Shared Economy Property	1%
<b>Top 15 Brands of Hotel Stayed in Longest in Virginia</b>	
Marriott Hotels/Resorts/Suites	13%
Hilton Hotels & Resorts	8%
Comfort Inns/Suites	7%
Holiday Inn Express	6%
Best Western	6%
Other	6%
Residence Inn by Marriott	4%
Extended Stay America	4%
Hampton Inns/Suites	4%
Hilton Garden Inn	3%
Fairfield Inn	3%
La Quinta Inns	3%
Quality Inn & Suites	3%
Days Inn	2%
Motel 6	2%

<b>Travel Party Spending</b>	
\$0	Less than 0.5%
\$1 to less than \$100	20%
\$100 to less than \$250	21%
\$250 to less than \$500	17%
\$500 to less than \$750	14%
\$750 to less than \$1,000	9%
\$1000+	20%
Mean:	<b>\$648</b>
Median:	<b>\$354</b>
<b>Traveler Spending in Virginia (Percentage of Total Spending By Category)**</b>	
Q4G Total \$\$ spent on Lodging	27%
Q4G Total \$\$ spent on Food/Beverage/Dining (excluding groceries)	20%
Q4G Total \$\$ spent on Groceries	5%
Q4G Total \$\$ spent on Entertainment (excluding gaming)/Admissions	9%
Q4G Total \$\$ spent on (Casino) Gaming	1%
Q4G Total \$\$ spent on Shopping/Gifts/Souvenirs	11%
Q4G Total \$\$ spent on Amenities (golf fees, spa, health club, ski passes, etc.)	1%
Q4G Total \$\$ spent on Other	1%
Q4G Total \$\$ spent on Transportation to State	14%
Q4G Total \$\$ spent on Transportation within state	2%
Q4G Total \$\$ spent on Gasoline within state	7%
Q4G Total \$\$ spent on Parking/Tolls within state	1%
<b>**Note: The questionnaire spending categories changed in Q3 2013.</b>	
<b>General Activities / Attractions Visited in Virginia</b>	
<u>Arts &amp; Culture</u>	
Q4H Activities/Attractions Visited - Art galleries	8%
Q4H Activities/Attractions Visited - Historic sites/Churches	16%
Q4H Activities/Attractions Visited - Museums	16%
Q4H Activities/Attractions Visited - Musical theater	3%
Q4H Activities/Attractions Visited - Old homes/mansions	7%
Q4H Activities/Attractions Visited - Symphony/opera/concert	1%
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	4%
<u>Adventure Sports</u>	
Q4H Activities/Attractions Visited - Hang gliding/skydiving/base jumping	Less than 0.5%

Q4H Activities/Attractions Visited - Hiking/Backpacking/Canyoneering	5%
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%
<b>Sports &amp; Recreation</b>	
Q4H Activities/Attractions Visited - Biking/Road biking/Cycling	2%
Q4H Activities/Attractions Visited - Fishing	2%
Q4H Activities/Attractions Visited - Golf	1%
Q4H Activities/Attractions Visited - Horseback riding	1%
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	Less than 0.5%
Q4H Activities/Attractions Visited - Sailing	2%
Q4H Activities/Attractions Visited - Snowmobiling	Less than 0.5%
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	Less than 0.5%
Q4H Activities/Attractions Visited - Sports events-Youth/Amateur/Collegiate/Other-spectator	1%
Q4H Activities/Attractions Visited - Sports events-Youth/Amateur/Collegiate/Other-participant	1%
<b>Nature / Outdoor Activities</b>	
Q4H Activities/Attractions Visited - Beach	18%
Q4H Activities/Attractions Visited - Bird watching	2%
Q4H Activities/Attractions Visited - Camping	5%
Q4H Activities/Attractions Visited - Caverns	1%
Q4H Activities/Attractions Visited - Gardens	5%
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	3%
Q4H Activities/Attractions Visited - State park/Monuments/Recreation areas	Less than 0.5%
Q4H Activities/Attractions Visited - National park/Monuments/Recreation areas	9%
<b>Entertainment / Amusement</b>	
Q4H Activities/Attractions Visited - Casino/gaming	2%
Q4H Activities/Attractions Visited - Fine dining	16%
Q4H Activities/Attractions Visited - Nightclub/dancing	3%
Q4H Activities/Attractions Visited - Shopping	31%
Q4H Activities/Attractions Visited - Spa/health club	3%

<b>Q4H Activities/Attractions Visited - Special events/Festivals (e.g., Mardi Gras, hot air balloon</b>	3%
<b>Q4H Activities/Attractions Visited - Theme park/Amusement park/Water park</b>	16%
<b>Q4H Activities/Attractions Visited - Wine tasting/winery tour</b>	6%
<b>Q4H Activities/Attractions Visited - Zoos/Aquariums/Aviaries</b>	4%
<b>Q4H Activities/Attractions Visited - Rodeo/State fair</b>	Less than 0.5%
<b>Q4H Activities/Attractions Visited - Craft breweries</b>	4%
<b>Q4H Activities/Attractions Visited - Distilleries</b>	2%
<b><u>Family Activities</u></b>	
<b>Q4H Activities/Attractions Visited - Family reunion</b>	5%
<b>Q4H Activities/Attractions Visited - High School/College reunion</b>	1%
<b>Q4H Activities/Attractions Visited - Visiting friends</b>	17%
<b>Q4H Activities/Attractions Visited - Visiting relatives</b>	27%
<b><u>Sightseeing</u></b>	
<b>Q4H Activities/Attractions Visited - Rural sightseeing</b>	11%
<b>Q4H Activities/Attractions Visited - Urban sightseeing</b>	6%
<b>Q4H Activities/Attractions Visited - Area where TV or movie was filmed</b>	1%
<b>Top 25 Most Frequently Visited Cities in Virginia</b>	
<b>Virginia Beach</b>	40%
<b>Williamsburg</b>	33%
<b>Norfolk</b>	25%
<b>Richmond</b>	18%
<b>Chesapeake</b>	17%
<b>Newport News</b>	17%
<b>Hampton</b>	16%
<b>Washington, DC</b>	15%
<b>Alexandria</b>	10%
<b>Portsmouth</b>	10%
<b>Cumberland Gap</b>	9%
<b>Suffolk</b>	9%
<b>Charlottesville</b>	9%
<b>Harrisonburg</b>	8%
<b>Fredericksburg</b>	8%
<b>Fairfax</b>	7%
<b>Roanoke</b>	7%
<b>Arlington</b>	6%
<b>Lexington</b>	6%
<b>Cape Charles</b>	6%
<b>Chincoteague</b>	6%
<b>Colonial Beach</b>	6%
<b>Blacksburg</b>	6%
<b>Danville</b>	6%
<b>Rocky Mount</b>	6%

<b>Top 25 Virginia Attractions Most Frequently Visited by Travelers</b>	
Chesapeake Bay Bridge - Tunnel (Eastern Shore )	22%
Colonial Williamsburg (Hampton Roads )	19%
Busch Gardens (Hampton Roads )	18%
Prime Outlets – Williamsburg (Hampton Roads )	11%
Blue Ridge Parkway (Shenandoah Valley )	8%
Blue Ridge Parkway (Blue Ridge Highlands )	8%
Colonial Parkway (Hampton Roads )	7%
Norfolk Naval Station (Hampton Roads )	7%
Appalachian Trail (Blue Ridge Highlands )	6%
Jamestown Settlement (reconstructed village with the three ships (Hampton Roads)	6%
Chincoteague National Wildlife Refuge (Eastern Shore )	6%
Historic Jamestowne (national park with (Hampton Roads )	6%
Appalachian Trail (Heart of Appalachia )	6%
Tyson's Corner Mall (Northern Virginia )	6%
Assateague Island National Seashore (Eastern Shore )	6%
Williamsburg Pottery (Hampton Roads )	5%
Civil War Trail (Heart of Appalachia )	5%
Blue Ridge Parkway (Central Virginia )	5%
Skyline Drive (Shenandoah Valley )	5%
Appalachian Trail (Northern Virginia )	5%
Water Country USA (Hampton Roads )	5%
Smith Mountain Lake (Blue Ridge Highlands )	5%
Monticello (Central Virginia )	4%
Virginia Zoo (Hampton Roads )	4%
Southwest Virginia Museum (Heart of Appalachia )	4%
<b>Satisfaction With Experience in Virginia</b>	
Not at all satisfied	Less than 0.5%
Not very satisfied	Less than 0.5%
Somewhat satisfied	8%
Very satisfied	37%
Extremely satisfied	55%
<b>Advance Planning Time - Considered Visiting Virginia</b>	
Less than 2 weeks before the visit	26%
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	16%
At least 6 months, but less than 1 year before the visit	14%
More than a year before the visit	8%
<b>Advance Planning Time - Decided to Visit Virginia</b>	
Less than 2 weeks before the visit	38%

<b>Within 2 weeks - 4 weeks of visit</b>	18%
<b>At least 1 month, but less than 3 months before the visit</b>	19%
<b>At least 3 months, but less than 6 months before the visit</b>	13%
<b>At least 6 months, but less than 1 year before the visit</b>	9%
<b>More than a year before the visit</b>	4%
<b>Planning Information Sources for Virginia</b>	
<b>Offline Sources</b>	
<b>Friends/relatives</b>	31%
<b>Own experience</b>	40%
<b>Travel agent (in person or by phone)</b>	3%
<b>Travel club (eg. AAA)</b>	5%
<b>Travel book</b>	6%
<b>Newspaper</b>	5%
<b>Magazine</b>	5%
<b>TV</b>	5%
<b>Radio</b>	3%
<b>Destination printed material</b>	6%
<b>Travel provider (airline, hotel, rental car cruise, etc.) either in person or by phone</b>	3%
<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>	2%
<b>Online full service travel website (Expedia, Travelocity, etc.)</b>	10%
<b>Traditional travel agency website (American Express, Carlson Wagonlit, etc.)</b>	2%
<b>Travel provider website (airline, hotel, rental car, cruise, tour)</b>	10%
<b>Other online planning sources</b>	1%
<b>Destination website</b>	15%
<b>MySpace</b>	
<b>Facebook</b>	12%
<b>LinkedIn</b>	2%
<b>Match.com</b>	
<b>Twitter.com</b>	3%
<b>Instagram</b>	3%
<b>Blogs</b>	1%
<b>TripAdvisor</b>	6%
<b>Yahoo Trip Planner</b>	2%
<b>VibeAgent</b>	1%
<b>Other social/commercial networking sources (Specify)</b>	Less than 0.5%
<b>iPhone</b>	
<b>Mobile Web Browsing</b>	7%
<b>Other mobile sites</b>	1%
<b>Search engines (Google, Bing, Yahoo, etc)</b>	16%
<b>Pinterest</b>	2%
<b>Travel review sites (TripAdvisor, Yelp, etc)</b>	6%
<b>Online forums</b>	1%

<b>Other</b>	
Someone else planned for me and I don't know the method	2%
No plans were made for this destination	15%
<b>Booking Methods Used for Virginia</b>	
<b>Offline Methods</b>	
Travel agent (in person or by phone)	4%
Directly with travel provider (airline, hotel, rental car, cruise, etc.) either in person/phone	10%
Travel club (e.g. AAA)	5%
Corporate travel department (in person or by phone)	5%
Directly with destination or attraction (tourist/visitor center, etc.) in person or by phone	9%
Some other offline booking method	2%
<b>Online Methods</b>	
Corporate desktop travel tool/internet	4%
Travel provider website (airline, hotel, rental car, cruise, tour)	11%
Destination website (official site of state, city or attraction)	11%
Online full service travel website (Expedia, Travelocity, etc.)	15%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	3%
Some other online booking method	2%
<b>Other</b>	
Some other method	
Someone else booked for me and I don't know the method	5%
No bookings were made for this destination	39%
Unsure, I just used link from social/commercial networking or mobile source (such as MySpace, Facebook, Trip Advisor, etc.)	1%
<b>Top 10 Other States Visited for Leisure in Past 12 Months</b>	
Virginia	71%
North Carolina	33%
Maryland	30%
Washington D.C	29%
Florida	27%
Pennsylvania	21%
South Carolina	19%
Georgia	17%
New Jersey	17%
New York	16%
<b>Travel Party Origin - Top 10 DMAs (Designated Marketing Areas) for the profiled travel segment</b>	
Washington, DC (Hagerstown)	16%
Norfolk-Portsmouth-Newport News	15%
New York	7%
Roanoke-Lynchburg	7%

Richmond-Petersburg	6%
Raleigh-Durham (Fayetteville)	5%
Philadelphia	4%
Charlotte	4%
Baltimore	3%
Greensboro-High Point-Winston Salem	3%
<b>Travel Party Origin - Top 10 States for the profiled travel segment</b>	
Virginia	40%
North Carolina	15%
Maryland	8%
New Jersey	5%
Pennsylvania	5%
New York	3%
Florida	3%
Ohio	3%
Delaware	2%
Massachusetts	2%
<b>Ethnicity of Household Head</b>	
White	75%
Black/African	19%
Asian or Pacific Islander	4%
American Indian, Aleut Eskimo	Less than 0.5%
Other	1%
Prefer not to answer	1%
<b>Hispanic Origin of Household Head</b>	
Spanish/Hispanic	7%
Not Spanish/Hispanic	93%
Prefer not to answer	1%
<b>Household Size</b>	
1	9%
2	36%
3	20%
4	21%
5	11%
6+	4%
<b>Age of Respondent</b>	
18-24	12%
25-34	22%
35-44	23%
45-54	17%

55-64	17%
65+	10%
Mean:	<b>43</b>
Median:	<b>41</b>
<b>Marital Status</b>	
Now married	62%
Never married	27%
Divorced, Widowed, Separated	12%
<b>Respondent Education</b>	
Some high school	1%
Graduated High school	17%
Some college - no degree	20%
Graduated college-Associate's degree (2 year)	14%
Graduated college-Bachelor's degree (4 year)	31%
Post Graduate degree-MS,MA,MBA,DVM,PhD,DDS,etc.	17%
Prefer not to answer	Less than 0.5%
<b>Annual Household Income</b>	
Under \$10,000	4%
\$10,000-\$14,999	3%
\$15,000-\$19,999	2%
\$20,000-\$24,999	1%
\$25,000-\$29,999	4%
\$30,000-\$34,999	3%
\$35,000-\$39,999	4%
\$40,000-\$49,999	7%
\$50,000-\$59,999	15%
\$60,000-\$74,999	13%
\$75,000-\$99,999	11%
\$100,000-\$124,999	11%
\$125,000-\$149,999	11%
\$150,000-\$199,999	9%
\$200,000 +	3%
Mean:	<b>\$96,500</b>
Median:	<b>\$100,000</b>
<b>Top 15 States Visited on Same Trip</b>	
North Carolina	7%
Washington D.C	5%
Maryland	4%
Pennsylvania	2%
West Virginia	2%
Delaware	2%

<b>New Jersey</b>	2%
<b>Kentucky</b>	2%
<b>South Dakota</b>	2%
<b>New York</b>	2%
<b>South Carolina</b>	1%
<b>Georgia</b>	1%
<b>Tennessee</b>	1%
<b>Indiana</b>	1%
<b>Florida</b>	1%
<b>Top 10 Other States Plan to Visit for Leisure in Next 2 Years</b>	
<b>Virginia</b>	43%
<b>Florida</b>	34%
<b>North Carolina</b>	27%
<b>Maryland</b>	27%
<b>Washington D.C</b>	22%
<b>South Carolina</b>	21%
<b>New York</b>	20%
<b>Pennsylvania</b>	15%
<b>Georgia</b>	14%
<b>Tennessee</b>	13%