

VIRGINIA IS FOR LOVERS[®]

Virginia Day Travel Profile

Source: TNS TravelsAmerica, FY2016

Household Trips 50+ miles, one-way, away from home including **only day trips** away from home to **Virginia** during **FY 2016**.

	All
Sample Size (N)	376
Weighted Percent of Total	100% (n=337)
Primary purpose of trip	
Visit friends/relatives	31%
Outdoor recreation	11%
Entertainment/Sightseeing	12%
Other pleasure/personal	17%
Personal business	15%
Business - Convention/Tradeshow	9%
Business - Conference/Seminar	Less than 0.5%
Employee Training/Seminar	1%
Client or Customer Meeting/Service	1%
Internal Business Meeting	Less than 0.5%
Sales/Marketing	2%
Incentive/Reward	Less than 0.5%
Internal Operations/Equipment Repair or Service	
Any Other General Business	5%
Other	6%
All purposes of trip	
Visit friends/relatives	34%
Outdoor recreation	15%
Entertainment/Sightseeing	17%
Other pleasure/personal	28%
Personal business	19%
Employee Training/Seminar	1%
Client or Customer Meeting/Service	1%
Internal Business Meeting	Less than 0.5%
Sales/Marketing	2%
Incentive/Reward	Less than 0.5%
Internal Operations/Equipment Repair or Service	Less than 0.5%
Any Other General Business	6%
Business - Convention/Tradeshow	Less than 0.5%

Business - Conference/Seminar	Less than 0.5%
Combined Business/pleasure	
Other	6%
Month of Travel	
July-2015	11%
August-2015	11%
September-2015	9%
October-2015	7%
November-2015	6%
December-2015	8%
January-2016	7%
February-2016	7%
March-2016	8%
April-2016	9%
May-2016	6%
June-2016	12%
Total Travel Party Size	
1	23%
2	40%
3	20%
4	8%
5+	10%
Mean:	2.5
Median:	2.0
Travel Party Members under 18 years old	
Travel parties that include children under 18	31%
All Modes of Transportation Used on Trip	
Own Auto/Truck	96%
Rental Car	1%
Camper/RV	Less than 0.5%
Ship/Boat	Less than 0.5%
Airplane	Less than 0.5%
Bus	Less than 0.5%
Train	1%
Motorcoach/Group Tour	Less than 0.5%
Other	2%
Motorcycle	Less than 0.5%

Primary Modes of Transportation Used on Trip	
Own Auto/Truck	96%
Rental Car	1%
Camper/RV	
Ship/Boat	
Airplane	Less than 0.5%
Bus	
Train	1%
Motorcoach/Group Tour	
Motorcycle	Less than 0.5%
Other	2%
Total Nights Spent on trip	
0	100%
Total Number of Nights at Lodging used anywhere in Virginia	
Mean:	0.0
Travel Party Spending	
\$0	2%
\$1 to less than \$100	62%
\$100 to less than \$250	22%
\$250 to less than \$500	13%
\$500 to less than \$750	Less than 0.5%
\$750 to less than \$1000	
\$1000+	Less than 0.5%
Mean:	\$134
Median:	\$70
Traveler Spending in Virginia (Percentage of Total Spending By Category)**	
Average spent on lodging	0%
Average spent on food/beverage/dining (excluding groceries)	24%
Average spent on groceries	11%
Average spent on entertainment (excluding gaming)/admissions	11%
Average spent on (casino) gaming	1%
Average spent on shopping/gifts/souvenirs	11%
Average spent on amenities (golf fees,spa,health club,ski passes,etc)	0%
Average spent on other	1%
Average spent on transportation to get to state	11%
Average spent on transportation within state	4%
Average spent on gasoline within state	25%
Average spent on parking/tolls within state	1%
**Note: The questionnaire spending categories changed in Q3 2013.	

General activities/attractions visited in Virginia	
<u>Arts & Culture</u>	
Art galleries	Less than 0.5%
Historic sites/churches	3%
Museums	2%
Musical theater	
Old homes/mansions	1%
Symphony/opera/concert	Less than 0.5%
Theater/drama	1%
Native American ruins/Rock art	Less than 0.5%
Local/folk arts/crafts	1%
Musical performance/show	1%
<u>Adventure Sports</u>	
Hang gliding/ Skydiving/ Base jumping	Less than 0.5%
Hiking/ Backpacking/ Canyoneering	2%
Rock/mountain climbing	
Scuba diving/snorkeling	
Skiing/snowboarding	
Water skiing	
Whitewater rafting/ Kayaking/ Canoeing/ Paddleboarding	
Mountain biking	
<u>Sports and Recreation</u>	
Biking /Road biking/ Cycling	Less than 0.5%
Fishing	2%
Golf	Less than 0.5%
Horseback riding	4%
Hunting	Less than 0.5%
Sports events - Major/ Professional	3%
Motor boat/Jet ski	Less than 0.5%
Motor sports - NASCAR/Indy	1%
Sailing	
Snowmobiling	
Snow sports other than skiing or snowmobiling	
Tennis	
ATV/Four-wheeling	Less than 0.5%
Horseracing	4%
Sports events - Youth/ Amateur/ Collegiate/ Other (spectator)	1%
Sports events - Youth/ Amateur/ Collegiate/ Other (participant)	1%
<u>Nature / Outdoor Activities</u>	
Beach	1%
Bird watching	1%
Camping	Less than 0.5%
Caverns	Less than 0.5%

Gardens	1%
Nature travel/ecotouring	1%
Wildlife viewing	3%
Farms/ Ranches/ Agri-tours	1%
Other nature (photography, rockhound, etc)	2%
State park/Monuments/ Recreation areas	2%
National park/Monuments/ Recreation areas	3%
<u>Entertainment / Amusement</u>	
Casino/gaming	1%
Fine dining	8%
Nightclub/dancing	Less than 0.5%
Shopping	20%
Spa/health club	
Special events/Festivals (e.g., Mardi Gras, hot air balloon races)	1%
Theme park/ Amusement park/ Water park	2%
Wine tasting/winery tour	2%
Craft breweries	Less than 0.5%
Distilleries	
Rodeo/State fair	
<u>Family Activities</u>	
Family reunion	2%
High School/College reunion	Less than 0.5%
Visiting friends	8%
Visiting relatives	19%
<u>Sightseeing</u>	
Rural sightseeing	10%
Urban sightseeing	1%
Area where a TV show or movie was filmed *	
None of the above	35%
Satisfaction with experience in Virginia	
Not At all Satisfied	Less than 0.5%
Not Very Satisfied	1%
Somewhat Satisfied	14%
Very Satisfied	38%
Extremely Satisfied	47%
Advance planning time - considered visiting Virginia	
Less than 2 weeks before the visit	60%
Within 2 weeks-4 weeks of visit	13%
At least 1 month, but less than 3 months before the visit	10%
At least 3 months, but less than 6 months before the visit	7%
At least 6 months, but less than 1 year before the visit	3%
More than a year before the visit	5%

Advanced planning time - decided to visit Virginia	
Less than 2 weeks before the visit	64%
Within 2 weeks-4 weeks of visit	13%
At least 1 month, but less than 3 months before the visit	8%
At least 3 months, but less than 6 months before the visit	8%
At least 6 months, but less than 1 year before the visit	2%
More than a year before the visit	5%
Planning information sources for Virginia	
<u>Offline Sources</u>	
Friends/relatives	13%
Own experience	32%
Travel Agent (in person or by phone)	
Travel book	
Newspaper	
Magazine	1%
TV	1%
Radio	Less than 0.5%
Destination printed material	1%
Travel provider (airline, hotel, rental car, cruise, etc.) either in person or by phone	
Other 'offline' planning sources(s)	1%
Corporate travel department (in person or by phone)	Less than 0.5%
<u>Online sources</u>	
Online full service travel website (Expedia, Travelocity, etc.)	Less than 0.5%
Corporate desktop travel tool/Intranet	1%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	
Travel provider website (airline, hotel, rental car, cruise, tour)	Less than 0.5%
Travel club (AAA)	Less than 0.5%
Other online planning sources(s)	1%
Destination website (official site of state, city or attraction)	6%
Pinterest	Less than 0.5%
Facebook	4%
Instagram	
Twitter	
Travel review sites (TripAdvisor, Yelp, etc.)	1%
Yahoo Trip Planner	
VibeAgent	
Mobile Web Browsing	Less than 0.5%
Search engines (Google, Bing, Yahoo, etc.)	6%
MySpace	
Blogs	
Online forums	Less than 0.5%
Other mobile sites	Less than 0.5%

Other	
Someone else planned for me and I don't know the method	2%
Other social/commercial networking sources	Less than 0.5%
No plans were made for this destination	50%
Booking methods used for Virginia	
Offline Methods	
Travel Agent	
Directly with travel provider in person/phone	Less than 0.5%
Travel club (e.g. AAA)	Less than 0.5%
Corporate travel department	Less than 0.5%
Directly with destination or attraction (tourist/visitor center etc.) in person or by phone	2%
Other 'offline' booking method	1%
Online Methods	
Corporate desktop travel tool/intranet	Less than 0.5%
Travel provider website (airline, hotel, rental car, cruise, tour)	1%
Destination website	1%
Online travel agency (Expedia, Travelocity, etc.)	
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	
Other	
Some other online booking method	1%
Someone else booked for me and I don't know the method	3%
No bookings were made for this destination	92%
Unsure, I just used link from social/commercial networking or mobile source *	Less than 0.5%
Top 10 other states visited for leisure in the past 12 months	
Virginia	76%
Maryland	28%
Washington D.C	25%
North Carolina	25%
West Virginia	20%
Florida	13%
Pennsylvania	12%
Tennessee	10%
South Carolina	10%
Georgia	8%
Travel party origin - Top 10 DMAs (Designated Marketing Areas) for the profiled travel segment	
Roanoke-Lynchburg	21%
Washington, DC (Hagerstown)	20%
Norfolk-Portsmouth-Newport News	17%

Richmond-Petersburg	10%
Tri-Cities, TN-VA	6%
Raleigh-Durham (Fayetteville)	6%
Bluefield-Beckley-Oak Hill	5%
Baltimore	3%
Charlottesville	3%
Harrisonburg	2%
Travel party origin - Top 10 States for the profiled travel segment	
Virginia	72%
North Carolina	11%
Maryland	7%
West Virginia	7%
Tennessee	1%
Delaware	Less than 0.5%
New Jersey	Less than 0.5%
Pennsylvania	Less than 0.5%
New York	Less than 0.5%
Rhode Island	Less than 0.5%
Ethnicity of household head	
White	89%
Black/African American	7%
Asian or Pacific Islander	1%
Other	2%
No answer	Less than 0.5%
Hispanic origin of household head	
Yes	3%
No	97%
No answer	Less than 0.5%
Household size	
1	13%
2	46%
3	15%
4	19%
5+	7%
Age of respondent	
18-24	4%
25-34	16%
35-44	19%

45-54	17%
55-64	25%
65+	19%
Mean:	49
Median:	48
Marital status	
Now married	64%
Never married	20%
Divorced, Widowed, Separated	16%
Respondent Education	
Grade School	
Some High School	Less than 0.5%
Graduated High School	14%
Some College - no degree	29%
Graduated College - Associate's degree (2 year)	8%
Graduated College - Bachelor's degree (4 year)	35%
Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS, etc	14%
Annual household Income	
Under \$10,000	3%
\$10,000-\$14,999	4%
\$15,000-\$19,999	2%
\$20,000-\$24,999	6%
\$25,000-\$29,999	6%
\$30,000-\$34,999	6%
\$35,000-\$39,999	6%
\$40,000-\$49,999	5%
\$50,000-\$59,999	18%
\$60,000-\$74,999	11%
\$75,000-\$99,999	15%
\$100,000-\$124,999	12%
\$125,000-\$149,999	3%
\$150,000-\$199,999	1%
\$200,000	3%
Mean:	\$66,180
Median:	\$55,000
Top 15 States visited on the same trip	
Virginia	100%
West Virginia	4%
Maryland	2%
Tennessee	1%

North Carolina	1%
Washington DC.	1%
Pennsylvania	1%
Delaware	1%
Illinois	Less than 0.5%
Indiana	Less than 0.5%
Michigan	Less than 0.5%
Ohio	Less than 0.5%
Minnesota	Less than 0.5%
Missouri	Less than 0.5%
Georgia	Less than 0.5%
Top 10 Other states plan to visit for leisure in the next 2 years	
Virginia	41%
North Carolina	31%
Florida	30%
Maryland	23%
Pennsylvania	20%
New York	19%
South Carolina	19%
Washington D.C	18%
Tennessee	13%
California	12%