

# VIRGINIA IS FOR LOVERS<sup>®</sup>

## Entertainment & Amusement Travel Profile to Virginia

Source: TNS TravelsAmerica, FY2016

Household Trips 50+ miles, one-way, away from home including day trips or with one or more nights away from home to Virginia during FY2016 including Entertainment & Amusement Activities/Attractions of casino/gaming, fine dining, night club/dancing, shopping, spa/health club/ special events/festivals, theme parks, wine tasting/winery tours, craft breweries or zoos.

	All
Sample Size (N)	951
Weighted Percent of Total	100% (n=883)
<b>Primary purpose of trip</b>	
Visit friends/relatives	42%
Outdoor recreation	7%
Entertainment/Sightseeing	23%
Other pleasure/personal	16%
Personal business	3%
Business - Convention/Tradeshow	100%
Business - Conference/Seminar	1%
Employee Training/Seminar	2%
Client or Customer Meeting/Service	1%
Internal Business Meeting	1%
Sales/Marketing	1%
Incentive/Reward	
Internal Operations/Equipment Repair or Service	Less than 0.5%
Any Other General Business	1%
Other	2%
<b>All purposes of trip</b>	
Visit friends/relatives	57%
Outdoor recreation	29%
Entertainment/Sightseeing	47%
Other pleasure/personal	46%
Personal business	11%
Employee Training/Seminar	6%
Client or Customer Meeting/Service	6%
Internal Business Meeting	6%
Sales/Marketing	5%
Incentive/Reward	5%
Internal Operations/Equipment Repair or Service	5%
Any Other General Business	6%
Business - Convention/Tradeshow	5%

Business - Conference/Seminar	6%
Other	4%
<b>Month of Travel</b>	
July-2015	11%
August-2015	11%
September-2015	8%
October-2015	7%
November-2015	7%
December-2015	10%
January-2016	5%
February-2016	5%
March-2016	8%
April-2016	10%
May-2016	10%
June-2016	10%
<b>Total travel party size</b>	
1	14%
2	39%
3	15%
4	19%
5+	12%
Mean:	<b>2.9</b>
Median:	<b>2.0</b>
<b>Travel party members under 18 years old</b>	
Travel parties that include children under 18	36%
<b>All Modes of Travel Used on Entire Trip</b>	
Own Auto/Truck	81%
Rental Car	14%
Camper/RV	2%
Ship/Boat	4%
Airplane	15%
Bus	5%
Train	6%
Motorcoach/Group Tour	3%
Other	2%
Motorcycle	2%
<b>Primary Mode of Travel used on Entire Trip</b>	
Own Auto/Truck	78%

Rental Car	8%
Camper/RV	1%
Ship/Boat	Less than 0.5%
Airplane	10%
Bus	Less than 0.5%
Train	1%
Motorcoach/Group Tour	Less than 0.5%
Motorcycle	Less than 0.5%
Other	1%
<b>Total Nights Spent on Entire Trip</b>	
0	12%
1	9%
2	16%
3	9%
4	10%
5	9%
6	7%
7	8%
8-13	13%
14+	8%
Mean:	<b>5.6</b>
Median:	<b>4.0</b>
<b>Total Number of Nights at Lodging used anywhere in Virginia</b>	
0	23%
1	13%
2	18%
3	11%
4	9%
5+	26%
Mean(2015):	<b>3.5</b>
Median(2015):	<b>2.0</b>
Mean(2016):	<b>3.8</b>
Median(2016):	<b>2.0</b>
<b>Types of Lodging used anywhere in Virginia</b>	
Hotel	58%
B&B	5%
Private Home	31%
Personal Second Home/Condo	4%
Rental Condo	4%
Rental Home	3%
Time Share	8%
RV/Tent	3%

Other	3%
Shared Economy Property (AirBnB, VRBO, etc)	2%
<b>Top 15 brands of hotel stayed in the longest in Virginia</b>	
Other	10%
Comfort Inns/Suites	8%
Marriott Hotels/Resorts/Suites	8%
Best Western	6%
Hampton Inns/Suites	6%
Hilton Hotels & Resorts	5%
Holiday Inn	5%
Holiday Inn Express	5%
Courtyard by Marriott	5%
La Quinta Inns	4%
Days Inn	3%
Residence Inn by Marriott	3%
Candlewood Suites	3%
Quality Inn & Suites	3%
Sheraton Inns/Hotels/Resorts/Suites	2%
<b>Travel Party Spending</b>	
\$0	2%
\$1 to less than \$100	1%
\$100 to less than \$250	1%
\$250 to less than \$500	1%
\$500 to less than \$750	26%
\$750 to less than \$1000	20%
\$1000+	50%
Mean:	<b>\$786</b>
Median:	<b>\$458</b>
<b>Traveler Spending in Virginia (Percentage of Total Spending by Category)**</b>	
Average spent on Lodging	24%
Average spent on food/beverage/dining (excluding groceries)	20%
Average spent on groceries	6%
Average spent on entertainment (excluding gaming)/admissions	8%
Average spent on (casino) gaming	2%
Average spent on shopping/gifts/souvenirs	11%
Average spent on amenities (golf fees,spa,health club,ski passes,etc)	2%
Average spent on other	2%
Average spent on transportation to get to state	16%
Average spent on transportation within state	3%
Average spent on gasoline within state	6%
Average spent on parking/tolls within state	2%
<b>**Note: The questionnaire spending categories changed in Q3 2013.</b>	

<b>General activities/attractions visited in Virginia</b>	
<b><u>Arts and Culture</u></b>	
Art galleries	7%
Historic sites/churches	23%
Museums	19%
Musical theater	4%
Old homes/mansions	10%
Symphony/opera/concert	1%
Theater/drama	4%
Native American ruins/Rock art	1%
Local/folk arts/crafts	6%
Musical performance/show	6%
<b><u>Adventure Sports</u></b>	
Hang gliding/ Skydiving/ Base jumping	1%
Hiking/ Backpacking/ Canyoneering	5%
Rock/mountain climbing	1%
Scuba diving/snorkeling	1%
Skiing/snowboarding	1%
Water skiing	1%
Whitewater rafting/ Kayaking/ Canoeing/ Paddleboarding	1%
Mountain biking	1%
<b><u>Sports and Recreation</u></b>	
Biking /Road biking/ Cycling	2%
Fishing	4%
Golf	2%
Horseback riding	1%
Hunting	1%
Sports events - Major/ Professional	2%
Motor boat/Jet ski	1%
Motor sports - NASCAR/Indy	1%
Sailing	2%
Snowmobiling	1%
Snow sports other than skiing or snowmobiling	Less than 0.5%
Tennis	1%
ATV/Four-wheeling	1%
Horsereading	1%
Sports events - Youth/ Amateur/ Collegiate/ Other (spectator)	2%
Sports events - Youth/ Amateur/ Collegiate/ Other (participant)	1%
<b><u>Nature/Outdoor Activities</u></b>	
Beach	17%
Bird watching	3%
Camping	4%
Caverns	3%
Gardens	7%
Nature travel/ecotouring	4%

Wildlife viewing	5%
Farms/ Ranches/ Agri-tours	2%
Other nature (photography, rockhound, etc)	5%
State park/Monuments/ Recreation areas	12%
National park/Monuments/ Recreation areas	11%
<b><u>Entertainment/Amusement</u></b>	
Casino/gaming	5%
Fine dining	35%
Nightclub/dancing	7%
Shopping	59%
Spa/health club	4%
Special events/Festivals (e.g., Mardi Gras, hot air balloon races)	4%
Theme park/ Amusement park/ Water park	13%
Wine tasting/winery tour	10%
Rodeo/State fair	1%
Craft breweries	7%
Distilleries	2%
<b><u>Family Activities</u></b>	
Family reunion	7%
High School/College reunion	1%
Visiting friends	20%
Visiting relatives	26%
<b><u>Sightseeing</u></b>	
Rural sightseeing	17%
Urban sightseeing	14%
Area where a TV show or movie was filmed *	2%
None of the above	
<b>Satisfaction with experience in Virginia</b>	
Not At all Satisfied	Less than 0.5%
Not Very Satisfied	1%
Somewhat Satisfied	7%
Very Satisfied	34%
Extremely Satisfied	59%
<b>Advance planning time - considered visiting Virginia</b>	
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	20%
At least 3 months, but less than 6 months before the visit	15%
At least 6 months, but less than 1 year before the visit	16%
More than a year before the visit	11%
<b>Advanced planning time - decided to visit Virginia</b>	
Less than 2 weeks before the visit	33%

<b>Within 2 weeks-4 weeks of visit</b>	16%
<b>At least 1 month, but less than 3 months before the visit</b>	21%
<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>	13%
<b>More than a year before the visit</b>	5%
<b>Planning information sources for Virginia</b>	
<u>Offline Sources</u>	
<b>Friends/relatives</b>	32%
<b>Own experience</b>	44%
<b>Travel Agent (in person or by phone)</b>	2%
<b>Travel book</b>	4%
<b>Newspaper</b>	2%
<b>Magazine</b>	4%
<b>TV</b>	5%
<b>Radio</b>	2%
<b>Destination printed material</b>	9%
<b>Travel provider (airline, hotel, rental car, cruise, etc.) either in person or by phone</b>	5%
<b>Other 'offline' planning sources(s)</b>	1%
<b>Corporate travel department (in person or by phone)</b>	1%
<u>Online Sources</u>	
<b>Online full service travel website (Expedia, Travelocity, etc.)</b>	10%
<b>Corporate desktop travel tool/Intranet</b>	2%
<b>Traditional travel agency website (American Express, Carlson Wagonlit, etc.)</b>	1%
<b>Travel provider website (airline, hotel, rental car, cruise, tour)</b>	13%
<b>Travel club (AAA)</b>	8%
<b>Other online planning sources(s)</b>	2%
<b>Destination website (official site of state, city or attraction)</b>	21%
<b>Pinterest</b>	3%
<b>Facebook</b>	12%
<b>Instagram</b>	1%
<b>Twitter</b>	3%
<b>Travel review sites (TripAdvisor, Yelp,etc.) Text Change Wv 109</b>	10%
<b>Yahoo Trip Planner</b>	2%
<b>VibeAgent</b>	1%
<b>Mobile Web Browsing</b>	5%
<b>Search engines (Google, Bing, Yahoo, etc.)</b>	26%
<b>MySpace</b>	
<b>Blogs</b>	2%
<b>Online forums</b>	1%
<b>Other mobile sites</b>	Less than 0.5%
<u>Other</u>	
<b>Someone else planned for me and I don't know the method</b>	1%
<b>Other social/commercial networking sources</b>	Less than 0.5%
<b>No plans were made for this destination</b>	14%
<b>Other</b>	

<b>Booking methods used for Virginia</b>	
<b><u>Offline Methods</u></b>	
Travel Agent	5%
Directly with travel provider in person/phone	10%
Travel club (e.g. AAA)	5%
Corporate travel department	3%
Directly with destination or attraction (tourist/visitor center etc.) in person or by phone	11%
Other 'offline' booking method	3%
<b><u>Online Methods</u></b>	
Corporate desktop travel tool/intranet	3%
Travel provider website (airline, hotel, rental car, cruise, tour)	14%
Destination website	11%
Online travel agency (Expedia, Travelocity, etc.)	15%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	2%
Some other online booking method	4%
<b><u>Other</u></b>	
Someone else booked for me and I don't know the method	4%
No bookings were made for this destination	40%
Unsure, I just used link from social/commercial networking or mobile source *	Less than 0.5%
<b>Top 10 other states visited for leisure in the past 12 months</b>	
Virginia	71%
Florida	34%
Washington D.C	33%
Maryland	32%
North Carolina	29%
Pennsylvania	27%
New York	22%
South Carolina	21%
West Virginia	19%
Georgia	17%
<b>Travel party origin - Top 10 DMAs (Designated Marketing Areas) for the profiled travel segment</b>	
Washington, DC (Hagerstown)	13%
New York	9%
Roanoke-Lynchburg	7%
Richmond-Petersburg	7%
Norfolk-Portsmouth-Newport News	6%
Philadelphia	4%
Baltimore	3%
Boston (Manchester)	3%
Raleigh-Durham (Fayetteville)	3%
Charlotte	2%



<b>Travel party origin - Top 10 States for the profiled travel segment</b>	
Virginia	31%
North Carolina	8%
New Jersey	6%
Maryland	6%
Pennsylvania	6%
New York	6%
Florida	5%
Ohio	4%
Michigan	4%
Massachusetts	3%
<b>Ethnicity of household head</b>	
White	85%
Black/African American	10%
Asian or Pacific Islander	3%
American Indian, Aleut Eskimo	Less than 0.5%
Other	1%
No answer	1%
<b>Hispanic origin of household head</b>	
Yes	7%
No	93%
No answer	Less than 0.5%
<b>Household size</b>	
1	12%
2	40%
3	17%
4	16%
5+	15%
<b>Age of respondent</b>	
18-24	5%
25-34	24%
35-44	22%
45-54	16%
55-64	17%
65+	16%
Mean:	<b>46</b>
Median:	<b>44</b>

<b>Marital status</b>	
Now married	65%
Never married	22%
Divorced, Widowed, Separated	12%
<b>Respondent education</b>	
Grade School	
Some High School	1%
Graduated High School	10%
Some College - no degree	18%
Graduated College - Associate's degree (2 year)	15%
Graduated College - Bachelor's degree (4 year)	33%
Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS, etc	23%
No answer	
<b>Annual household Income</b>	
Under \$10,000	1%
\$10,000-\$14,999	1%
\$15,000-\$19,999	2%
\$20,000-\$24,999	2%
\$25,000-\$29,999	3%
\$30,000-\$34,999	5%
\$35,000-\$39,999	4%
\$40,000-\$49,999	6%
\$50,000-\$59,999	14%
\$60,000-\$74,999	13%
\$75,000-\$99,999	17%
\$100,000-\$124,999	12%
\$125,000-\$149,999	11%
\$150,000-\$199,999	8%
\$200,000	1%
Mean:	<b>\$84,000</b>
Median:	<b>\$68,000</b>
<b>Top 15 States visited on the same trip</b>	
Virginia	100%
North Carolina	14%
Maryland	11%
Washington DC.	10%
West Virginia	10%
South Carolina	8%
Pennsylvania	7%
Georgia	6%

<b>Florida</b>	6%
<b>Tennessee</b>	5%
<b>New York</b>	4%
<b>Ohio</b>	4%
<b>New Jersey</b>	4%
<b>Delaware</b>	3%
<b>Kentucky</b>	3%
<b>Top 10 Other states plan to visit for leisure in the next 2 years</b>	
<b>Virginia</b>	45%
<b>Florida</b>	38%
<b>Maryland</b>	31%
<b>North Carolina</b>	25%
<b>Washington D.C</b>	24%
<b>New York</b>	24%
<b>South Carolina</b>	22%
<b>California</b>	19%
<b>Pennsylvania</b>	19%
<b>West Virginia</b>	13%