

VIRGINIA IS FOR LOVERS[®]

Foodies 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 **fine dining, wine tasting/winery tour, craft breweries and distilleries tour.**

	All
Sample Size (N)	444
Weighted Percent of Total	100% (n=418)
Primary purpose of trip	
Visit friends/relatives	46%
Outdoor recreation	4%
Entertainment/Sightseeing	21%
Other pleasure/personal	15%
Personal business	2%
Business - Convention/Tradeshow	
Business - Conference/Seminar	1%
Employee Training/Seminar	3%
Client or Customer Meeting/Service	2%
Internal Business Meeting	
Sales/Marketing	1%
Incentive/Reward	
Internal Operations/Equipment Repair or Service	Less than 0.5%
Any Other General Business	2%
Other	2%
All purposes of trip	
Visit friends/relatives	63%
Outdoor recreation	29%
Entertainment/Sightseeing	46%
Other pleasure/personal	42%
Personal business	11%
Employee Training/Seminar	6%
Client or Customer Meeting/Service	7%
Internal Business Meeting	5%
Sales/Marketing	6%
Incentive/Reward	5%
Internal Operations/Equipment Repair or Service	5%

Any Other General Business	7%
Business - Convention/Tradeshow	5%
Business - Conference/Seminar	6%
Other	4%
Month of Travel	
July-2015	11%
August-2015	11%
September-2015	7%
October-2015	6%
November-2015	8%
December-2015	11%
January-2016	7%
February-2016	6%
March-2016	5%
April-2016	9%
May-2016	12%
June-2016	7%
Total travel party size	
1	17%
2	49%
3	13%
4	12%
5+	10%
Mean:	2.6
Median:	2.0
Travel party members under 18 years old	
Travel parties that include children under 18	25%
All Modes of Travel Used on Entire Trip	
Own Auto/Truck	82%
Rental Car	14%
Camper/RV	2%
Ship/Boat	2%
Airplane	16%
Bus	3%
Train	6%
Motorcoach/Group Tour	3%
Other	2%
Motorcycle	1%

Primary Mode of Travel used on Entire Trip	
Own Auto/Truck	78%
Rental Car	7%
Camper/RV	Less than 0.5%
Ship/Boat	Less than 0.5%
Airplane	12%
Bus	
Train	1%
Motorcoach/Group Tour	1%
Motorcycle	Less than 0.5%
Other	1%
Total Nights Spent on Entire Trip	
0	9%
1	11%
2	14%
3	8%
4	12%
5	8%
6	7%
7	8%
8-13	14%
14+	8%
Mean:	5.9
Median:	4.0
Total Number of Nights at Lodging used anywhere in Virginia	
0	19%
1	14%
2	17%
3	12%
4	11%
5+	27%
Mean(2015):	3.7
Median(2015):	2.0
Mean(2016):	3.9
Median(2016):	2.0
Types of Lodging used anywhere in Virginia	
Hotel	53%

B&B	4%
Private Home	35%
Personal Second Home/Condo	3%
Rental Condo	3%
Rental Home	3%
Time Share	9%
RV/Tent	1%
Other	2%
Shared Economy Property (AirBnB, VRBO, etc)	1%
Top 15 brands of hotel stayed in the longest in Virginia	
Other	11%
Hilton Hotels & Resorts	8%
Holiday Inn	7%
Marriott Hotels/Resorts/Suites	7%
Courtyard by Marriott	7%
Comfort Inns/Suites	6%
Best Western	6%
Hampton Inns/Suites	5%
Holiday Inn Express	5%
Days Inn	3%
Hyatt Hotels	3%
Residence Inn by Marriott	3%
Hilton Garden Inn	3%
Wyndham Hotels & Resorts	2%
La Quinta Inns	2%
Travel Party Spending	
\$0	3%
\$1 to less than \$100	1%
\$100 to less than \$250	1%
\$250 to less than \$500	
\$500 to less than \$750	23%
\$750 to less than \$1000	21%
\$1000+	52%
Mean:	\$825
Median:	\$450
Traveler Spending in Virginia (Percentage of Total Spending by Category)**	
Average spent on Lodging	23%
Average spent on food/beverage/dining (excluding groceries)	22%
Average spent on groceries	6%

Average spent on entertainment (excluding gaming)/admissions	7%
Average spent on (casino) gaming	1%
Average spent on shopping/gifts/souvenirs	10%
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	17%
Average spent on transportation within state	3%
Average spent on gasoline within state	6%
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 and Culture</u>	
Art galleries	11%
Historic sites/churches	27%
Museums	20%
Musical theater	4%
Old homes/mansions	13%
Symphony/opera/concert	1%
Theater/drama	5%
Native American ruins/Rock art	Less than 0.5%
Local/folk arts/crafts	8%
Musical performance/show	8%
<u>Adventure Sports</u>	
Hang gliding/ Skydiving/ Base jumping	1%
Hiking/ Backpacking/ Canyoneering	5%
Rock/mountain climbing	1%
Scuba diving/snorkeling	1%
Skiing/snowboarding	Less than 0.5%
Water skiing	1%
Whitewater rafting/ Kayaking/ Canoeing/ Paddleboarding	1%
Mountain biking	1%
<u>Sports and Recreation</u>	
Biking /Road biking/ Cycling	2%
Fishing	4%
Golf	2%
Horseback riding	1%
Hunting	1%
Sports events - Major/ Professional	3%
Motor boat/Jet ski	2%
Motor sports - NASCAR/Indy	1%
Sailing	2%
Snowmobiling	Less than 0.5%
Snow sports other than skiing or snowmobiling	

Tennis	1%
ATV/Four-wheeling	1%
Horseracing	Less than 0.5%
Sports events - Youth/ Amateur/ Collegiate/ Other (spectator)	2%
Sports events - Youth/ Amateur/ Collegiate/ Other (participant)	1%
<u>Nature/Outdoor Activities</u>	
Beach	18%
Bird watching	3%
Camping	2%
Caverns	2%
Gardens	9%
Nature travel/ecotouring	2%
Wildlife viewing	5%
Farms/ Ranches/ Agri-tours	2%
Other nature (photography, rockhound, etc)	5%
State park/Monuments/ Recreation areas	14%
National park/Monuments/ Recreation areas	11%
<u>Entertainment/Amusement</u>	
Casino/gaming	2%
Fine dining	75%
Nightclub/dancing	6%
Shopping	41%
Spa/health club	5%
Special events/Festivals (e.g., Mardi Gras, hot air balloon races)	3%
Theme park/ Amusement park/ Water park	9%
Wine tasting/winery tour	21%
Rodeo/State fair	1%
Craft breweries	14%
Distilleries	4%
<u>Family Activities</u>	
Family reunion	8%
High School/College reunion	2%
Visiting friends	24%
Visiting relatives	27%
<u>Sightseeing</u>	
Rural sightseeing	21%
Urban sightseeing	17%
Area where a TV show or movie was filmed *	3%
None of the above	
Satisfaction with experience in Virginia	
Not At all Satisfied	
Not Very Satisfied	Less than 0.5%
Somewhat Satisfied	6%

Very Satisfied	34%
Extremely Satisfied	59%
Advance planning time - considered visiting Virginia	
Less than 2 weeks before the visit	24%
Within 2 weeks-4 weeks of visit	12%
At least 1 month, but less than 3 months before the visit	22%
At least 3 months, but less than 6 months before the visit	13%
At least 6 months, but less than 1 year before the visit	17%
More than a year before the visit	11%
Advanced planning time - decided to visit Virginia	
Less than 2 weeks before the visit	32%
Within 2 weeks-4 weeks of visit	14%
At least 1 month, but less than 3 months before the visit	21%
At least 3 months, but less than 6 months before the visit	14%
At least 6 months, but less than 1 year before the visit	17%
More than a year before the visit	3%
Planning information sources for Virginia	
<u>Offline Sources</u>	
Friends/relatives	36%
Own experience	45%
Travel Agent (in person or by phone)	Less than 0.5%
Travel book	4%
Newspaper	2%
Magazine	4%
TV	4%
Radio	1%
Destination printed material	5%
Travel provider (airline, hotel, rental car, cruise, etc.) either in person or by phone	5%
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.)	8%
Corporate desktop travel tool/Intranet	1%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1%
Travel provider website (airline, hotel, rental car, cruise, tour)	15%
Travel club (AAA)	8%
Other online planning sources(s)	3%
Destination website (official site of state, city or attraction)	20%
Pinterest	2%

Facebook	12%
Instagram	1%
Twitter	2%
Travel review sites (TripAdvisor, Yelp,etc.) Text Change Wv 109	11%
Yahoo Trip Planner	Less than 0.5%
VibeAgent	
Mobile Web Browsing	5%
Search engines (Google, Bing, Yahoo, etc.)	24%
MySpace	
Blogs	2%
Online forums	Less than 0.5%
Other mobile sites	Less than 0.5%
<u>Other</u>	
Someone else planned for me and I don't know the method	2%
Other social/commercial networking sources	1%
No plans were made for this destination	13%
Other	
Booking methods used for Virginia	
<u>Offline Methods</u>	
Travel Agent	3%
Directly with travel provider in person/phone	9%
Travel club (e.g. AAA)	6%
Corporate travel department	2%
Directly with destination or attraction (tourist/visitor center etc.) in person or by phone	11%
Other 'offline' booking method	2%
<u>Online Methods</u>	
Corporate desktop travel tool/intranet	3%
Travel provider website (airline, hotel, rental car, cruise, tour)	15%
Destination website	11%
Online travel agency (Expedia, Travelocity, etc.)	13%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1%
Some other online booking method	5%
<u>Other</u>	
Someone else booked for me and I don't know the method	6%
No bookings were made for this destination	38%
Unsure, I just used link from social/commercial networking or mobile source *	
Top 10 other states visited for leisure in the past 12 months	
Virginia	70%
Florida	37%
Washington D.C	37%
Maryland	34%

Pennsylvania	30%
North Carolina	30%
New York	27%
South Carolina	23%
New Jersey	22%
Georgia	19%
Travel party origin - Top 10 DMAs (Designated Marketing Areas) for the profiled travel segment	
Washington, DC (Hagerstown)	16%
New York	10%
Richmond-Petersburg	7%
Philadelphia	6%
Norfolk-Portsmouth-Newport News	6%
Roanoke-Lynchburg	5%
Boston (Manchester)	4%
Baltimore	3%
Pittsburgh	3%
Greenville-Spartanburg-Asheville-Anderson	2%
Travel party origin - Top 10 States for the profiled travel segment	
Virginia	29%
New Jersey	10%
Pennsylvania	8%
Maryland	8%
North Carolina	7%
Florida	5%
Massachusetts	5%
New York	4%
California	4%
Ohio	3%
Ethnicity of household head	
White	87%
Black/African American	9%
Asian or Pacific Islander	2%
American Indian, Aleut Eskimo	1%
Other	1%
No answer	Less than 0.5%
Hispanic origin of household head	
Yes	5%

No	95%
No answer	
Household size	
1	15%
2	47%
3	16%
4	10%
5+	12%
Age of respondent	
18-24	6%
25-34	18%
35-44	16%
45-54	15%
55-64	23%
65+	22%
Mean:	49
Median:	51
Marital status	
Now married	64%
Never married	23%
Divorced, Widowed, Separated	13%
Respondent education	
Grade School	
Some High School	1%
Graduated High School	8%
Some College - no degree	19%
Graduated College - Associate's degree (2 year)	15%
Graduated College - Bachelor's degree (4 year)	35%
Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS, etc	23%
No answer	
Annual household Income	
Under \$10,000	2%
\$10,000-\$14,999	2%
\$15,000-\$19,999	2%
\$20,000-\$24,999	1%
\$25,000-\$29,999	3%

\$30,000-\$34,999	2%
\$35,000-\$39,999	3%
\$40,000-\$49,999	5%
\$50,000-\$59,999	14%
\$60,000-\$74,999	13%
\$75,000-\$99,999	14%
\$100,000-\$124,999	13%
\$125,000-\$149,999	14%
\$150,000-\$199,999	10%
\$200,000	2%
Mean:	\$90,000
Median:	\$88,000
Top 15 States visited on the same trip	
Virginia	100%
North Carolina	16%
Maryland	13%
West Virginia	11%
Washington DC.	11%
South Carolina	9%
Pennsylvania	7%
Georgia	7%
Florida	6%
New York	5%
New Jersey	4%
Ohio	4%
Delaware	4%
Tennessee	4%
Kentucky	3%
Top 10 Other states plan to visit for leisure in the next 2 years	
Virginia	43%
Florida	37%
Maryland	36%
Washington D.C	28%
New York	25%
North Carolina	24%
California	22%
South Carolina	19%
Pennsylvania	17%
Massachusetts	16%