

VIRGINIA IS FOR LOVERS

Visit Friends and Relatives 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 for the primary purpose of Visiting Friends & Relatives.

| | All |
|---|----------------------|
| Sample Size (N) | 1114 |
| Weighted Percent of Total | 100% (n=1139) |
| Primary purpose of trip | |
| Visit friends/relatives | 100% |
| All purposes of trip | |
| Visit friends/relatives | 100% |
| Outdoor recreation | 19% |
| Entertainment/Sightseeing | 24% |
| Other pleasure/personal | 25% |
| Personal business | 5% |
| Employee Training/Seminar | 2% |
| Client or Customer Meeting/Service | 3% |
| Internal Business Meeting | 3% |
| Sales/Marketing | 2% |
| Incentive/Reward | 2% |
| Internal Operations/Equipment Repair or Service | 2% |
| Any Other General Business | 4% |
| Business - Convention/Tradeshow | 2% |
| Business - Conference/Seminar | 3% |
| Other | 2% |
| Month of Travel | |
| July-2015 | 12% |
| August-2015 | 8% |
| September-2015 | 9% |
| October-2015 | 4% |
| November-2015 | 8% |
| December-2015 | 12% |
| January-2016 | 6% |
| February-2016 | 4% |

| | |
|--|----------------|
| March-2016 | 8% |
| April-2016 | 7% |
| May-2016 | 11% |
| June-2016 | 12% |
| Total Travel Party Size | |
| 1 | 24% |
| 2 | 39% |
| 3 | 15% |
| 4 | 12% |
| 5+ | 10% |
| Mean: | 2.6 |
| Median: | 2.0 |
| Travel Party Members under 18 years old | |
| Travel parties that include children under 18 | 30% |
| All Modes of Transportation Used on Trip | |
| Own Auto/Truck | 85% |
| Rental Car | 7% |
| Camper/RV | 1% |
| Ship/Boat | 2% |
| Airplane | 11% |
| Bus | 3% |
| Train | 3% |
| Motorcoach/Group Tour | 1% |
| Other | 2% |
| Motorcycle | Less than 0.5% |
| Primary Modes of Transportation Used on Trip | |
| Own Auto/Truck | 83% |
| Rental Car | 4% |
| Camper/RV | Less than 0.5% |
| Airplane | 9% |
| Bus | 1% |
| Train | 1% |
| Motorcycle | Less than 0.5% |
| Other | 1% |
| Total Nights Spent on Entire Trip | |
| 0 | 10% |

| | |
|--|----------------|
| 1 | 13% |
| 2 | 18% |
| 3 | 12% |
| 4 | 9% |
| 5 | 9% |
| 6 | 5% |
| 7 | 5% |
| 8-13 | 12% |
| 14+ | 7% |
| Mean: | 5.1 |
| Median: | 3.0 |
| Total Number of Nights at Lodging used anywhere in Virginia | |
| 0 | 29% |
| 1 | 18% |
| 2 | 18% |
| 3 | 10% |
| 4 | 7% |
| 5+ | 18% |
| Mean (2015): | 2.8 |
| Median (2015): | 2.0 |
| Mean (2016): | 2.9 |
| Median (2016): | 2.0 |
| Types of Lodging used anywhere is Virginia | |
| Hotel | 38% |
| B&B | 1% |
| Private Home | 59% |
| Personal Second Home/Condo | 3% |
| Rental Condo | 1% |
| Rental Home | 3% |
| Time Share | Less than 0.5% |
| RV/Tent | 2% |
| Other | 3% |
| Shared Economy Property (AirBnB, VRBO, etc) | 1% |
| Top 15 Brands of Hotel Stayed in the Longest in Virginia | |
| Comfort Inns/Suites | 9% |
| Best Western | 7% |
| Marriott Hotels/Resorts/Suites | 7% |
| Other | 6% |
| Courtyard by Marriott | 5% |

| | |
|---|----------------|
| Super 8 Hotels | 5% |
| Hilton Hotels & Resorts | 5% |
| La Quinta Inns | 5% |
| Hampton Inns/Suites | 4% |
| Days Inn | 4% |
| Holiday Inn Express | 4% |
| Fairfield Inn | 4% |
| Quality Inn & Suites | 4% |
| Motel 6 | 3% |
| Residence Inn by Marriott | 3% |
| Travel Party Spending | |
| \$0 | 15% |
| \$1 to less than \$100 | 2% |
| \$100 to less than \$250 | 5% |
| \$250 to less than \$500 | 2% |
| \$500 to less than \$750 | 26% |
| \$750 to less than \$1000 | 19% |
| \$1000+ | 31% |
| Mean: | \$408 |
| Median: | \$175 |
| Traveler Spending in Virginia (Percentage of Total Spending By Category)** | |
| Total \$s spent on lodging | 19% |
| Total \$s spent on food/beverage/dining (excluding groceries) | 21% |
| Total \$s spent on groceries | 8% |
| Total \$s spent on entertainment (excluding gaming)/admissions | 5% |
| Total \$s spent on (casino) gaming | Less than 0.5% |
| Total \$s spent on shopping/gifts/souvenirs | 10% |
| Total \$s spent on amenities (golf fees,spa,health club,ski passes,etc) | 1% |
| Total \$s spent on other | 1% |
| Total \$s spent on transportation to get to state | 22% |
| Total \$s spent on transportation within state | 3% |
| Total \$s spent on gasoline within state | 9% |
| Total \$s spent on parking/tolls within state | 1% |
| **Note: The questionnaire spending categories changed in Q3 2013. | |
| General activities/attractions visited in Virginia | |
| Arts & Culture | |
| Art galleries | 4% |
| Historic sites/churches | 9% |

| | |
|--|----------------|
| Museums | 8% |
| Musical theater | 1% |
| Old homes/mansions | 3% |
| Symphony/opera/concert | 1% |
| Theater/drama | 2% |
| Native American ruins/Rock art | Less than 0.5% |
| Local/folk arts/crafts | 1% |
| Musical performance/show | 2% |
| <u>Adventure Sports</u> | |
| Hang gliding/ Skydiving/ Base jumping | Less than 0.5% |
| Hiking/ Backpacking/ Canyoneering | 2% |
| Rock/mountain climbing | Less than 0.5% |
| Scuba diving/snorkeling | Less than 0.5% |
| Skiing/snowboarding | Less than 0.5% |
| Water skiing | Less than 0.5% |
| Whitewater rafting/ Kayaking/ Canoeing/ Paddleboarding | Less than 0.5% |
| Mountain biking | Less than 0.5% |
| <u>Sports and Recreation</u> | |
| Biking /Road biking/ Cycling | 1% |
| Fishing | 2% |
| Golf | 1% |
| Horseback riding | Less than 0.5% |
| Hunting | Less than 0.5% |
| Sports events - Major/ Professional | 1% |
| Motor boat/Jet ski | Less than 0.5% |
| Motor sports - NASCAR/Indy | Less than 0.5% |
| Sailing | Less than 0.5% |
| Snowmobiling | Less than 0.5% |
| Snow sports other than skiing or snowmobiling | Less than 0.5% |
| Tennis | 1% |
| ATV/Four-wheeling | Less than 0.5% |
| Horseracing | Less than 0.5% |
| Sports events - Youth/ Amateur/ Collegiate/ Other (spectator) | 1% |
| Sports events - Youth/ Amateur/ Collegiate/ Other (participant) | 1% |
| <u>Nature / Outdoor Activities</u> | |
| Beach | 7% |
| Bird watching | 1% |
| Camping | 1% |
| Caverns | 1% |
| Gardens | 2% |
| Nature travel/ecotouring | 1% |
| Wildlife viewing | 2% |
| Farms/ Ranches/ Agri-tours | 1% |
| Other nature (photography, rockhound, etc) | 3% |

| | |
|--|----------------|
| State park/Monuments/ Recreation areas | 5% |
| National park/Monuments/ Recreation areas | 5% |
| Entertainment / Amusement | |
| Casino/gaming | 1% |
| Fine dining | 14% |
| Nightclub/dancing | 3% |
| Shopping | 21% |
| Spa/health club | 1% |
| Special events/Festivals (e.g., Mardi Gras, hot air balloon races) | 1% |
| Theme park/ Amusement park/ Water park | 3% |
| Wine tasting/winery tour | 4% |
| Craft breweries | 3% |
| Distilleries | 1% |
| Rodeo/State fair | Less than 0.5% |
| Family Activities | |
| Family reunion | 7% |
| High School/College reunion | 1% |
| Visiting friends | 22% |
| Visiting relatives | 43% |
| Sightseeing | |
| Rural sightseeing | 10% |
| Urban sightseeing | 6% |
| Area where a TV show or movie was filmed * | Less than 0.5% |
| None of the above | 19% |
| Satisfaction with experience in Virginia | |
| Not At all Satisfied | Less than 0.5% |
| Not Very Satisfied | 1% |
| Somewhat Satisfied | 10% |
| Very Satisfied | 36% |
| Extremely Satisfied | 53% |
| Advance planning time - considered visiting Virginia | |
| Less than 2 weeks before the visit | 29% |
| Within 2 weeks-4 weeks of visit | 15% |
| 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 | 16% |
| At least 6 months, but less than 1 year before the visit | 12% |
| More than a year before the visit | 7% |
| Advanced planning time - decided to visit Virginia | |
| Less than 2 weeks before the visit | 39% |

| | |
|--|----------------|
| Within 2 weeks-4 weeks of visit | 16% |
| 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 | 12% |
| At least 6 months, but less than 1 year before the visit | 8% |
| More than a year before the visit | 5% |
| Planning information sources for Virginia | |
| <u>Offline Sources</u> | |
| Friends/relatives | 32% |
| Own experience | 38% |
| Travel Agent (in person or by phone) | 1% |
| Travel book | 1% |
| Newspaper | 1% |
| Magazine | 1% |
| TV | 2% |
| Radio | 1% |
| Destination printed material | 2% |
| Travel provider (airline, hotel, rental car, cruise, etc.) either in person or by phone | 2% |
| Other 'offline' planning sources(s) | 1% |
| Corporate travel department (in person or by phone) | Less than 0.5% |
| <u>Online sources</u> | |
| Corporate desktop travel tool/Intranet | Less than 0.5% |
| Online full service travel website (Expedia, Travelocity, etc.) | 6% |
| Traditional travel agency website (American Express, Carlson Wagonlit, etc.) | |
| Travel provider website (airline, hotel, rental car, cruise, tour) | 6% |
| Travel club (AAA) | 3% |
| Other online planning sources(s) | 1% |
| Destination website (official site of state, city or attraction) | 6% |
| Pinterest | Less than 0.5% |
| Facebook | 5% |
| Instagram | 1% |
| Twitter | 1% |
| Travel review sites (TripAdvisor, Yelp,etc.) | 3% |
| Yahoo Trip Planner | Less than 0.5% |
| VibeAgent | |
| Mobile Web Browsing | 2% |
| Search engines (Google, Bing, Yahoo, etc.) | 10% |
| MySpace | |
| Blogs | Less than 0.5% |
| 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 | 1% |
| Other social/commercial networking sources | Less than 0.5% |

| | |
|---|----------------|
| No plans were made for this destination | 29% |
| Booking methods used for Virginia | |
| <u>Offline Methods</u> | |
| Travel Agent | 1% |
| Directly with travel provider in person/phone | 5% |
| Travel club (e.g. AAA) | 3% |
| Corporate travel department | 1% |
| Directly with destination or attraction (tourist/visitor center etc.) in person or by phone | 5% |
| Other 'offline' booking method | 1% |
| <u>Online Methods</u> | |
| Corporate desktop travel tool/intranet | 1% |
| Travel provider website (airline, hotel, rental car, cruise, tour) | 8% |
| Destination website | 3% |
| Online travel agency (Expedia, Travelocity, etc.) | 8% |
| Traditional travel agency website (American Express, Carlson Wagonlit, etc.) | Less than 0.5% |
| Some other online booking method | 2% |
| <u>Other</u> | |
| Someone else booked for me and I don't know the method | 3% |
| No bookings were made for this destination | 65% |
| 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 | 73% |
| North Carolina | 32% |
| Washington D.C | 30% |
| Maryland | 30% |
| Florida | 24% |
| Pennsylvania | 24% |
| South Carolina | 21% |
| New York | 19% |
| West Virginia | 18% |
| Georgia | 17% |
| Travel party origin - Top 10 DMAs (Designated Marketing Areas) for the profiled travel segment | |
| Washington, DC (Hagerstown) | 14% |
| Norfolk-Portsmouth-Newport News | 7% |
| New York | 7% |
| Richmond-Petersburg | 5% |
| Raleigh-Durham (Fayetteville) | 5% |
| Philadelphia | 4% |
| Roanoke-Lynchburg | 3% |

| | |
|--|----------------|
| Charlotte | 3% |
| Pittsburgh | 3% |
| Baltimore | 3% |
| Travel party origin - Top 10 States for the profiled travel segment | |
| Virginia | 27% |
| North Carolina | 13% |
| Florida | 7% |
| Maryland | 6% |
| Pennsylvania | 6% |
| New Jersey | 5% |
| New York | 5% |
| West Virginia | 4% |
| South Carolina | 4% |
| California | 3% |
| Ethnicity of Household Head | |
| White | 85% |
| Black/African American | 10% |
| Asian or Pacific Islander | 3% |
| American Indian, Aleut Eskimo | Less than 0.5% |
| Other | 1% |
| No answer | 1% |
| Hispanic origin of Household Head | |
| Yes | 3% |
| No | 97% |
| No answer | 1% |
| Household Size | |
| 1 | 17% |
| 2 | 43% |
| 3 | 17% |
| 4 | 14% |
| 5+ | 10% |
| Age of Respondent | |
| 18-24 | 7% |
| 25-34 | 19% |
| 35-44 | 18% |
| 45-54 | 13% |

| | |
|--|-----------------|
| 55-64 | 20% |
| 65+ | 22% |
| Mean: | 48 |
| Median: | 48 |
| Marital Status | |
| Now married | 61% |
| Never married | 25% |
| Divorced, Widowed, Separated | 13% |
| Respondent Education | |
| Grade School | Less than 0.5% |
| Some High School | 1% |
| Graduated High School | 13% |
| Some College - no degree | 20% |
| Graduated College - Associate's degree (2 year) | 10% |
| Graduated College - Bachelor's degree (4 year) | 34% |
| Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS, etc | 22% |
| Annual Household Income | |
| Under \$10,000 | 3% |
| \$10,000-\$14,999 | 2% |
| \$15,000-\$19,999 | 2% |
| \$20,000-\$24,999 | 3% |
| \$25,000-\$29,999 | 4% |
| \$30,000-\$34,999 | 3% |
| \$35,000-\$39,999 | 3% |
| \$40,000-\$49,999 | 6% |
| \$50,000-\$59,999 | 12% |
| \$60,000-\$74,999 | 12% |
| \$75,000-\$99,999 | 17% |
| \$100,000-\$124,999 | 17% |
| \$125,000-\$149,999 | 7% |
| \$150,000-\$199,999 | 8% |
| 200000+ | 1% |
| Mean: | \$82,000 |
| Median: | \$68,000 |
| Top 15 States visited on the same trip | |
| Virginia | 100% |
| North Carolina | 10% |
| Maryland | 8% |

| | |
|--|-----|
| West Virginia | 7% |
| Washington DC. | 7% |
| Pennsylvania | 5% |
| New York | 4% |
| South Carolina | 4% |
| Georgia | 3% |
| Tennessee | 3% |
| New Jersey | 3% |
| Ohio | 3% |
| Florida | 2% |
| Delaware | 2% |
| Kentucky | 2% |
| Top 10 States plan to visit for Leisure in the next 2 years | |
| Virginia | 51% |
| Maryland | 32% |
| Florida | 31% |
| North Carolina | 26% |
| Washington D.C | 23% |
| New York | 20% |
| South Carolina | 19% |
| California | 16% |
| Pennsylvania | 14% |
| Georgia | 12% |