

# VIRGINIA IS FOR LOVERS<sup>®</sup>

## Historic Sites/Churches, Old Homes/Mansions Trip Profile

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 historic sites/churches or old homes/mansions.

	All
<b>Sample Size (N)</b>	<b>369</b>
<b>Weighted Percent of Total</b>	<b>100% (n=363)</b>
<b>Primary purpose of trip</b>	
Visit friends/relatives	30%
Outdoor recreation	7%
Entertainment/Sightseeing	38%
Other pleasure/personal	14%
Personal business	3%
Business - Convention/Tradeshow	
Business - Conference/Seminar	1%
Employee Training/Seminar	2%
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	1%
Other	1%
<b>All purposes of trip</b>	
Visit friends/relatives	48%
Outdoor recreation	30%
Entertainment/Sightseeing	64%
Other pleasure/personal	44%
Personal business	10%
Employee Training/Seminar	6%
Client or Customer Meeting/Service	6%
Internal Business Meeting	5%
Sales/Marketing	4%
Incentive/Reward	4%
Internal Operations/Equipment Repair or Service	5%
Any Other General Business	5%

<b>Business - Convention/Tradeshow</b>	4%
<b>Business - Conference/Seminar</b>	5%
<b>Other</b>	3%
<b>Month of Travel</b>	
<b>July-2015</b>	11%
<b>August-2015</b>	6%
<b>September-2015</b>	6%
<b>October-2015</b>	7%
<b>November-2015</b>	7%
<b>December-2015</b>	9%
<b>January-2016</b>	6%
<b>February-2016</b>	4%
<b>March-2016</b>	9%
<b>April-2016</b>	12%
<b>May-2016</b>	14%
<b>June-2016</b>	10%
<b>Total travel party size</b>	
<b>1</b>	16%
<b>2</b>	38%
<b>3</b>	14%
<b>4</b>	17%
<b>5+</b>	15%
<b>Mean:</b>	<b>2.8</b>
<b>Median:</b>	<b>2.0</b>
<b>Travel party members under 18 years old</b>	
<b>Travel parties that include children under 18</b>	29%
<b>All Modes of Travel Used on Entire Trip</b>	
<b>Own Auto/Truck</b>	79%
<b>Rental Car</b>	14%
<b>Camper/RV</b>	2%
<b>Ship/Boat</b>	3%
<b>Airplane</b>	13%
<b>Bus</b>	5%
<b>Train</b>	8%
<b>Motorcoach/Group Tour</b>	4%
<b>Other</b>	1%
<b>Motorcycle</b>	3%

<b>Primary Mode of Travel used on Entire Trip</b>	
Own Auto/Truck	76%
Rental Car	7%
Camper/RV	Less than 0.5%
Ship/Boat	Less than 0.5%
Airplane	10%
Bus	
Train	2%
Motorcoach/Group Tour	2%
Motorcycle	2%
Other	Less than 0.5%
<b>Total Nights Spent on Entire Trip</b>	
0	4%
1	6%
2	13%
3	11%
4	10%
5	8%
6	7%
7	14%
8-13	15%
14+	11%
Mean:	<b>7.0</b>
Median:	<b>5.0</b>
<b>Total Number of Nights at Lodging used anywhere in Virginia</b>	
0	16%
1	10%
2	17%
3	15%
4	10%
5+	32%
Mean(2015):	<b>4.2</b>
Median(2015):	<b>3.0</b>
Mean(2016):	<b>4.6</b>
Median(2016):	<b>3.0</b>
<b>Types of Lodging used anywhere in Virginia</b>	
Hotel	59%
B&B	6%

Private Home	25%
Personal Second Home/Condo	3%
Rental Condo	5%
Rental Home	4%
Time Share	10%
RV/Tent	3%
Other	1%
Shared Economy Property (AirBnB, VRBO, etc)	3%
<b>Top 15 brands of hotel stayed in the longest in Virginia</b>	
Other	11%
Best Western	10%
Holiday Inn Express	8%
Comfort Inns/Suites	6%
Hampton Inns/Suites	5%
Candlewood Suites	5%
Courtyard by Marriott	5%
Marriott Hotels/Resorts/Suites	4%
Hilton Hotels & Resorts	4%
Sheraton Inns/Hotels/Resorts/Suites	3%
Holiday Inn	3%
Residence Inn by Marriott	3%
Embassy Suites	3%
Days Inn	3%
La Quinta Inns	2%
<b>Travel Party Spending</b>	
\$0	2%
\$1 to less than \$100	
\$100 to less than \$250	2%
\$250 to less than \$500	1%
\$500 to less than \$750	23%
\$750 to less than \$1000	18%
\$1000+	55%
Mean:	<b>\$890</b>
Median:	<b>\$660</b>
<b>Traveler Spending in Virginia (Percentage of Total Spending by Category)**</b>	
Average spent on Lodging	27%
Average spent on food/beverage/dining (excluding groceries)	20%
Average spent on groceries	6%
Average spent on entertainment (excluding gaming)/admissions	9%

Average spent on (casino) gaming	1%
Average spent on shopping/gifts/souvenirs	7%
Average spent on amenities (golf fees,spa,health club,ski passes,etc)	1%
Average spent on other	1%
Average spent on transportation to get to state	18%
Average spent on transportation within state	3%
Average spent on gasoline within state	6%
Average 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>	
<b><u>Arts and Culture</u></b>	
Art galleries	11%
Historic sites/churches	90%
Museums	41%
Musical theater	4%
Old homes/mansions	35%
Symphony/opera/concert	1%
Theater/drama	3%
Native American ruins/Rock art	2%
Local/folk arts/crafts	10%
Musical performance/show	5%
<b><u>Adventure Sports</u></b>	
Hang gliding/ Skydiving/ Base jumping	1%
Hiking/ Backpacking/ Canyoneering	9%
Rock/mountain climbing	1%
Scuba diving/snorkeling	1%
Skiing/snowboarding	
Water skiing	Less than 0.5%
Whitewater rafting/ Kayaking/ Canoeing/ Paddleboarding	1%
Mountain biking	1%
<b><u>Sports and Recreation</u></b>	
Biking /Road biking/ Cycling	1%
Fishing	6%
Golf	3%
Horseback riding	2%
Hunting	2%
Sports events - Major/ Professional	2%
Motor boat/Jet ski	1%
Motor sports - NASCAR/Indy	
Sailing	1%
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%
<b><u>Nature/Outdoor Activities</u></b>	
Beach	9%
Bird watching	5%
Camping	5%
Caverns	6%
Gardens	11%
Nature travel/ecotouring	7%
Wildlife viewing	9%
Farms/ Ranches/ Agri-tours	4%
Other nature (photography, rockhound, etc)	6%
State park/Monuments/ Recreation areas	21%
National park/Monuments/ Recreation areas	30%
<b><u>Entertainment/Amusement</u></b>	
Casino/gaming	1%
Fine dining	28%
Nightclub/dancing	4%
Shopping	47%
Spa/health club	4%
Special events/Festivals (e.g., Mardi Gras, hot air balloon races)	3%
Theme park/ Amusement park/ Water park	8%
Wine tasting/winery tour	10%
Rodeo/State fair	2%
Craft breweries	4%
Distilleries	1%
<b><u>Family Activities</u></b>	
Family reunion	7%
High School/College reunion	1%
Visiting friends	15%
Visiting relatives	19%
<b><u>Sightseeing</u></b>	
Rural sightseeing	35%
Urban sightseeing	24%
Area where a TV show or movie was filmed *	3%
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	5%
Very Satisfied	31%

<b>Extremely Satisfied</b>	62%
<b>Advance planning time - considered visiting Virginia</b>	
Less than 2 weeks before the visit	15%
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	16%
At least 6 months, but less than 1 year before the visit	21%
More than a year before the visit	13%
<b>Advanced planning time - decided to visit Virginia</b>	
Less than 2 weeks before the visit	23%
Within 2 weeks-4 weeks of visit	15%
At least 1 month, but less than 3 months before the visit	24%
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	18%
More than a year before the visit	4%
<b>Planning information sources for Virginia</b>	
<u>Offline Sources</u>	
Friends/relatives	31%
Own experience	50%
Travel Agent (in person or by phone)	2%
Travel book	5%
Newspaper	1%
Magazine	3%
TV	4%
Radio	Less than 0.5%
Destination printed material	16%
Travel provider (airline, hotel, rental car, cruise, etc.) either in person or by phone	5%
Other 'offline' planning sources(s)	2%
Corporate travel department (in person or by phone)	1%
<u>Online Sources</u>	
Online full service travel website (Expedia, Travelocity, etc.)	13%
Corporate desktop travel tool/Intranet	Less than 0.5%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	Less than 0.5%
Travel provider website (airline, hotel, rental car, cruise, tour)	18%
Travel club (AAA)	13%
Other online planning sources(s)	4%
Destination website (official site of state, city or attraction)	32%
Pinterest	4%
Facebook	10%
Instagram	2%

Twitter	3%
Travel review sites (TripAdvisor, Yelp,etc.) Text Change Wv 109	14%
Yahoo Trip Planner	1%
VibeAgent	
Mobile Web Browsing	5%
Search engines (Google, Bing, Yahoo, etc.)	37%
MySpace	
Blogs	2%
Online forums	1%
Other mobile sites	1%
<u>Other</u>	
Someone else planned for me and I don't know the method	1%
Other social/commercial networking sources	1%
No plans were made for this destination	4%
Other	
<b>Booking methods used for Virginia</b>	
<u>Offline Methods</u>	
Travel Agent	4%
Directly with travel provider in person/phone	11%
Travel club (e.g. AAA)	6%
Corporate travel department	2%
Directly with destination or attraction (tourist/visitor center etc.) in person or by phone	13%
Other 'offline' booking method	4%
<u>Online Methods</u>	
Corporate desktop travel tool/intranet	1%
Travel provider website (airline, hotel, rental car, cruise, tour)	17%
Destination website	17%
Online travel agency (Expedia, Travelocity, etc.)	17%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1%
Some other online booking method	7%
<u>Other</u>	
Someone else booked for me and I don't know the method	6%
No bookings were made for this destination	23%
Unsure, I just used link from social/commercial networking or mobile source *	
<b>Top 10 other states visited for leisure in the past 12 months</b>	
Virginia	68%
Washington D.C	40%
Florida	36%
North Carolina	32%
Pennsylvania	31%
Maryland	30%



<b>New York</b>	27%
<b>South Carolina</b>	21%
<b>West Virginia</b>	21%
<b>Georgia</b>	21%
<b>Travel party origin - Top 10 DMAs (Designated Marketing Areas) for the profiled travel segment</b>	
<b>Washington, DC (Hagerstown)</b>	11%
<b>New York</b>	10%
<b>Philadelphia</b>	5%
<b>Norfolk-Portsmouth-Newport News</b>	5%
<b>Boston (Manchester)</b>	4%
<b>Richmond-Petersburg</b>	4%
<b>Sacramento-Stockton-Modesto</b>	4%
<b>Pittsburgh</b>	3%
<b>Raleigh-Durham (Fayetteville)</b>	3%
<b>Los Angeles</b>	3%
<b>Travel party origin - Top 10 States for the profiled travel segment</b>	
<b>Virginia</b>	18%
<b>North Carolina</b>	8%
<b>California</b>	8%
<b>Ohio</b>	8%
<b>Pennsylvania</b>	7%
<b>New York</b>	7%
<b>Maryland</b>	7%
<b>New Jersey</b>	6%
<b>South Carolina</b>	5%
<b>Massachusetts</b>	4%
<b>Ethnicity of household head</b>	
<b>White</b>	91%
<b>Black/African American</b>	5%
<b>Asian or Pacific Islander</b>	2%
<b>American Indian, Aleut Eskimo</b>	1%
<b>Other</b>	1%
<b>No answer</b>	1%
<b>Hispanic origin of household head</b>	
<b>Yes</b>	6%
<b>No</b>	94%
<b>No answer</b>	

<b>Household size</b>	
1	14%
2	43%
3	15%
4	13%
5+	15%
<b>Age of respondent</b>	
18-24	8%
25-34	19%
35-44	17%
45-54	17%
55-64	20%
65+	19%
Mean:	<b>47</b>
Median:	<b>49</b>
<b>Marital status</b>	
Now married	68%
Never married	19%
Divorced, Widowed, Separated	13%
<b>Respondent education</b>	
Grade School	
Some High School	
Graduated High School	7%
Some College - no degree	15%
Graduated College - Associate's degree (2 year)	15%
Graduated College - Bachelor's degree (4 year)	39%
Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS, etc	24%
No answer	
<b>Annual household Income</b>	
Under \$10,000	2%
\$10,000-\$14,999	2%
\$15,000-\$19,999	1%
\$20,000-\$24,999	2%
\$25,000-\$29,999	4%
\$30,000-\$34,999	5%
\$35,000-\$39,999	3%

\$40,000-\$49,999	4%
\$50,000-\$59,999	8%
\$60,000-\$74,999	9%
\$75,000-\$99,999	19%
\$100,000-\$124,999	16%
\$125,000-\$149,999	14%
\$150,000-\$199,999	5%
\$200,000	7%
Mean:	<b>\$95,000</b>
Median:	<b>\$88,000</b>
<b>Top 15 States visited on the same trip</b>	
Virginia	100%
Washington DC.	18%
North Carolina	15%
West Virginia	13%
Pennsylvania	11%
Maryland	11%
South Carolina	9%
Georgia	8%
Tennessee	7%
Ohio	6%
Florida	5%
New York	4%
Indiana	3%
Alabama	3%
Illinois	3%
<b>Top 10 Other states plan to visit for leisure in the next 2 years</b>	
Virginia	43%
Florida	36%
Maryland	34%
New York	29%
Pennsylvania	29%
Washington D.C	28%
North Carolina	27%
South Carolina	24%
California	21%
Tennessee	17%