

VIRGINIA IS FOR LOVERS[®]

LGBT Travel Profile to Virginia

Source: TNS TravelsAmerica, FY2015 and FY2016 combined

Household trips by LGBT respondents, 50+ miles, one-way, away from home including day trips or with one or more nights away from home to **Virginia** during **FY2015 and FY2016**.

Cells shaded in red indicate a sample size of less than 300. These data should be used with caution. **The margin of error is +/-5.98**

	All
Two year Sample Size (N)	237
Weighted Percent of Total	100% (n=226)
Primary purpose of trip	
Visit friends/relatives	43%
Outdoor recreation	8%
Entertainment/Sightseeing	12%
Other pleasure/personal	8%
Personal business	11%
Business - Convention/Tradeshow	
Business - Conference/Seminar	1%
Employee Training/Seminar	2%
Client or Customer Meeting/Service	Less than 0.5%
Internal Business Meeting	
Sales/Marketing	1%
Incentive/Reward	
Internal Operations/Equipment Repair or Service	2%
Any Other General Business	8%
Other	5%
All Purposes of Trip	
Visit friends/relatives	62%
Outdoor recreation	33%
Entertainment/Sightseeing	32%
Other pleasure/personal	32%
Personal business	22%
Employee Training/Seminar	10%
Client or Customer Meeting/Service	7%
Internal Business Meeting	6%
Sales/Marketing	7%
Incentive/Reward	10%

Internal Operations/Equipment Repair or Service	8%
Any Other General Business	10%
Business - Convention/Tradeshow	10%
Business - Conference/Seminar	11%
Other	12%
Month of Travel	
July	12%
August	14%
September	10%
October	7%
November	9%
December	10%
January	8%
February	5%
March	5%
April	4%
May	7%
June	9%
Total travel party size	
1	28%
2	32%
3	18%
4	10%
5+	12%
Mean:	2.9
Median:	2.0
Travel party members under 18 years old	
Travel parties that include children under 18	23%
All Modes of Travel Used on Entire Trip	
Own Auto/Truck	83%
Rental Car	9%
Camper/RV	Less than 0.5%
Ship/Boat	4%
Airplane	16%
Bus	3%
Train	6%
Motorcoach/Group Tour	Less than 0.5%
Other	6%

Motorcycle	3%
Primary Mode of Travel used on Entire Trip	
Own Auto/Truck	79%
Rental Car	4%
Camper/RV	
Ship/Boat	
Airplane	9%
Bus	Less than 0.5%
Train	1%
Motorcoach/Group Tour	
Motorcycle	3%
Other	3%
Total Nights Spent on Entire Trip	
0	18%
1	9%
2	19%
3	16%
4	7%
5	6%
6	3%
7	2%
8-13	12%
14+	9%
Mean:	5.1
Median:	3.0
Total Number of Nights at Lodging used anywhere in Virginia	
0	31%
1	12%
2	23%
3	15%
4	3%
5+	15%
Mean (2015):	3.2
Median (2015):	2.0
Mean (2016):	2.1
Median (2016):	1.0
Types of Lodging used anywhere in Virginia	
Hotel	41%

B&B	2%
Private Home	46%
Personal Second Home/Condo	6%
Rental Condo	Less than 0.5%
Rental Home	6%
Time Share	1%
RV/Tent	5%
Other	5%
Shared Economy Property (AirBnB, VRBO, etc)	1%
Top 15 brands of hotel stayed in the longest in Virginia	
Quality Inn & Suites	12%
Ritz-Carlton	10%
"W" Hotels	8%
Hampton Inns/Suites	8%
Red Roof Hotels/Resorts	6%
Holiday Inn Express	5%
Comfort Inns/Suites	5%
Motel 6	5%
Embassy Suites	4%
Hilton Hotels & Resorts	3%
Marriott Hotels/Resorts/Suites	3%
Holiday Inn	3%
Sleep Inn & Suites	3%
Courtyard by Marriott	3%
Other	2%
Travel Party Spending	
\$0	16%
\$1 to less than \$100	
\$100 to less than \$250	1%
\$250 to less than \$500	4%
\$500 to less than \$750	22%
\$750 to less than \$1000	12%
\$1000+	45%
Mean:	\$688
Median:	\$200
Traveler Spending in Virginia (Percentage of Total Spending by Category)**	
Average spent on Lodging	31%
Average spent on food/beverage/dining (excluding groceries)	17%
Average spent on groceries	3%

Average spent on entertainment (excluding gaming)/admissions	4%
Average spent on (casino) gaming	2%
Average spent on shopping/gifts/souvenirs	5%
Average spent on amenities (golf fees,spa,health club,ski passes,etc)	1%
Average spent on other	6%
Average spent on transportation to get to state	18%
Average spent on transportation within state	4%
Average spent on gasoline within state	6%
Average spent on parking/tolls within state	3%
**Note: The questionnaire spending categories changed in Q3 2013.	
General activities/attractions visited in Virginia	
<u>Arts and Culture</u>	
Art galleries	9%
Historic sites/churches	15%
Museums	10%
Musical theater	3%
Old homes/mansions	4%
Symphony/opera/concert	1%
Theater/drama	2%
Native American ruins/Rock art	1%
Local/folk arts/crafts	3%
Musical performance/show	1%
<u>Adventure Sports</u>	
Hang gliding/ Skydiving/ Base jumping	Less than 0.5%
Hiking/ Backpacking/ Canyoneering	8%
Rock/mountain climbing	1%
Scuba diving/snorkeling	1%
Skiing/snowboarding	
Water skiing	Less than 0.5%
Whitewater rafting/ Kayaking/ Canoeing/ Paddleboarding	Less than 0.5%
Mountain biking	2%
<u>Sports and Recreation</u>	
Biking /Road biking/ Cycling	1%
Fishing	2%
Golf	3%
Horseback riding	3%
Hunting	1%
Sports events - Major/ Professional	1%
Motor boat/Jet ski	1%
Motor sports - NASCAR/Indy	Less than 0.5%
Sailing	
Snowmobiling	Less than 0.5%
Snow sports other than skiing or snowmobiling	Less than 0.5%

Tennis	2%
ATV/Four-wheeling	1%
Horseracing	Less than 0.5%
Sports events - Youth/ Amateur/ Collegiate/ Other (spectator)	4%
Sports events - Youth/ Amateur/ Collegiate/ Other (participant)	3%
<u>Nature/Outdoor Activities</u>	
Beach	9%
Bird watching	3%
Camping	4%
Caverns	5%
Gardens	8%
Nature travel/ecotouring	2%
Wildlife viewing	5%
Farms/ Ranches/ Agri-tours	2%
Other nature (photography, rockhound, etc)	4%
State park/Monuments/ Recreation areas	12%
National park/Monuments/ Recreation areas	9%
<u>Entertainment/Amusement</u>	
Casino/gaming	6%
Fine dining	12%
Nightclub/dancing	6%
Shopping	17%
Spa/health club	5%
Special events/Festivals (e.g., Mardi Gras, hot air balloon races)	2%
Theme park/ Amusement park/ Water park	9%
Wine tasting/winery tour	3%
Craft breweries	Less than 0.5%
Distilleries	3%
Rodeo/State fair	2%
<u>Family Activities</u>	
Family reunion	7%
High School/College reunion	3%
Visiting friends	19%
Visiting relatives	32%
<u>Sightseeing</u>	
Rural sightseeing	18%
Urban sightseeing	13%
Area where a TV show or movie was filmed *	Less than 0.5%
None of the above	21%
Satisfaction with experience in Virginia	
Not At all Satisfied	1%
Not Very Satisfied	1%
Somewhat Satisfied	12%

Very Satisfied	38%
Extremely Satisfied	48%
Advance planning time - considered visiting Virginia	
Less than 2 weeks before the visit	36%
Within 2 weeks-4 weeks of visit	14%
At least 1 month, but less than 3 months before the visit	14%
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	9%
More than a year before the visit	12%
Advanced planning time - decided to visit Virginia	
Less than 2 weeks before the visit	42%
Within 2 weeks-4 weeks of visit	18%
At least 1 month, but less than 3 months before the visit	15%
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	7%
More than a year before the visit	4%
Planning information sources for Virginia	
Offline Sources	
Friends/relatives	30%
Own experience	33%
Travel Agent (in person or by phone)	4%
Travel book	6%
Newspaper	3%
Magazine	3%
TV	4%
Radio	3%
Destination printed material	6%
Travel provider (airline, hotel, rental car, cruise, etc.) either in person or by phone	5%
Other 'offline' planning sources(s)	3%
Corporate travel department (in person or by phone)	3%
Online Sources	
Online full service travel website (Expedia, Travelocity, etc.)	11%
Corporate desktop travel tool/Intranet	4%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	3%
Travel provider website (airline, hotel, rental car, cruise, tour)	8%
Travel club (AAA)	6%
Other online planning sources(s)	3%
Destination website (official site of state, city or attraction)	16%
Pinterest	4%

Facebook	9%
Instagram	
Twitter	4%
Travel review sites (TripAdvisor, Yelp,etc.) Text Change Wv 109	7%
Yahoo Trip Planner	2%
VibeAgent	3%
Mobile Web Browsing	12%
Search engines (Google, Bing, Yahoo, etc.)	18%
MySpace	2%
Blogs	3%
Online forums	2%
Other mobile sites	2%
<u>Other</u>	
Someone else planned for me and I don't know the method	5%
Other social/commercial networking sources	4%
No plans were made for this destination	29%
Other	
Booking methods used for Virginia	
<u>Offline Methods</u>	
Travel Agent	4%
Directly with travel provider in person/phone	5%
Travel club (e.g. AAA)	3%
Corporate travel department	5%
Directly with destination or attraction (tourist/visitor center etc.) in person or by phone	6%
Other 'offline' booking method	
<u>Online Methods</u>	
Corporate desktop travel tool/intranet	6%
Travel provider website (airline, hotel, rental car, cruise, tour)	9%
Destination website	7%
Online travel agency (Expedia, Travelocity, etc.)	9%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	2%
Some other online booking method	1%
<u>Other</u>	
Someone else booked for me and I don't know the method	9%
No bookings were made for this destination	57%
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	60%
Maryland	28%
North Carolina	26%
Washington D.C	25%

New York	25%
New Jersey	24%
Pennsylvania	20%
West Virginia	18%
Florida	18%
Georgia	17%
Travel party origin - Top 10 DMAs (Designated Marketing Areas) for the profiled travel segment	
Roanoke-Lynchburg	15%
Washington, DC (Hagerstown)	11%
Richmond-Petersburg	9%
Norfolk-Portsmouth-Newport News	8%
New York	7%
Raleigh-Durham (Fayetteville)	5%
Philadelphia	5%
Pittsburgh	5%
Baltimore	3%
Greenville-New Bern-Washington	2%
Travel party origin - Top 10 States for the profiled travel segment	
Virginia	40%
North Carolina	13%
Pennsylvania	9%
New York	6%
Maryland	5%
California	3%
New Jersey	3%
Ohio	3%
Texas	2%
Michigan	2%
Ethnicity of household head	
White	82%
Black/African American	5%
Asian or Pacific Islander	1%
American Indian, Aleut Eskimo	5%
Other	6%
No answer	1%
Hispanic origin of household head	
Yes	9%
No	90%

No answer	Less than 0.5%
Household size	
1	17%
2	33%
3	16%
4	17%
5+	17%
Age of respondent	
18-24	24%
25-34	37%
35-44	16%
45-54	12%
55-64	8%
65+	3%
Mean:	35
Median:	33
Marital status	
Now married	31%
Never married	61%
Divorced, Widowed, Separated	9%
No answer	
Respondent education	
Grade School	
Some High School	Less than 0.5%
Graduated High School	11%
Some College - no degree	23%
Graduated College - Associate's degree (2 year)	15%
Graduated College - Bachelor's degree (4 year)	22%
Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS, etc	29%
No answer	
Annual household Income	
Under \$10,000	4%
\$10,000-\$14,999	6%
\$15,000-\$19,999	4%
\$20,000-\$24,999	3%
\$25,000-\$29,999	5%
\$30,000-\$34,999	2%

\$35,000-\$39,999	4%
\$40,000-\$49,999	8%
\$50,000-\$59,999	6%
\$60,000-\$74,999	13%
\$75,000-\$99,999	9%
\$100,000-\$124,999	17%
\$125,000-\$149,999	10%
\$150,000-\$199,999	4%
\$200,000	4%
Mean:	\$80,000
Median:	\$68,000
Top 15 States visited on the same trip	
Virginia	100%
North Carolina	9%
Maryland	8%
West Virginia	7%
New York	6%
Georgia	5%
Pennsylvania	5%
South Carolina	4%
Washington DC.	4%
Tennessee	3%
New Jersey	2%
Ohio	2%
Indiana	2%
Florida	2%
Delaware	2%
Top 10 Other states plan to visit for leisure in the next 2 years	
Virginia	46%
Florida	30%
Washington D.C	27%
North Carolina	24%
New York	18%
California	17%
Maryland	16%
South Carolina	13%
Pennsylvania	13%
Texas	11%