

VIRGINIA IS FOR LOVERS[®]

Music Travel Profile to Virginia

Source: TNS TravelsAmerica, FY2015 and FY2016 combined

Household trips by 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 including a Music trip.**

Cells shaded in red indicate a sample size of less than 300. These data should be used with caution. **The margin of error is +/-6.57**

	All
Two year Sample Size (N)	230
Weighted Percent of Total	100% (n=213)
Primary purpose of trip	
Visit friends/relatives	33%
Outdoor recreation	9%
Entertainment/Sightseeing	23%
Other pleasure/personal	14%
Personal business	2%
Business - Convention/Tradeshow	
Business - Conference/Seminar	
Employee Training/Seminar	5%
Client or Customer Meeting/Service	2%
Internal Business Meeting	1%
Sales/Marketing	1%
Incentive/Reward	
Internal Operations/Equipment Repair or Service	1%
Any Other General Business	4%
Other	6%
All Purposes of Trip	
Visit friends/relatives	65%
Outdoor recreation	49%
Entertainment/Sightseeing	68%
Other pleasure/personal	52%
Personal business	17%
Employee Training/Seminar	11%
Client or Customer Meeting/Service	17%
Internal Business Meeting	15%
Sales/Marketing	11%
Incentive/Reward	13%
Internal Operations/Equipment Repair or Service	13%

Any Other General Business	12%
Business - Convention/Tradeshow	9%
Business - Conference/Seminar	11%
Other	18%
Month of Travel	
July	10%
August	12%
September	9%
October	9%
November	8%
December	9%
January	8%
February	7%
March	8%
April	6%
May	7%
June	6%
Total travel party size	
1	11%
2	28%
3	21%
4	17%
5+	22%
Mean:	3.4
Median:	3.0
Travel party members under 18 years old	
Travel parties that include children under 18	48%
All Modes of Travel Used on Entire Trip	
Own Auto/Truck	77%
Rental Car	24%
Camper/RV	3%
Ship/Boat	10%
Airplane	23%
Bus	10%
Train	10%
Motorcoach/Group Tour	3%
Other	3%
Motorcycle	4%

Primary Mode of Travel used on Entire Trip	
Own Auto/Truck	71%
Rental Car	11%
Camper/RV	1%
Ship/Boat	2%
Airplane	10%
Bus	1%
Train	2%
Motorcoach/Group Tour	Less than 0.5%
Motorcycle	2%
Other	1%
Total Nights Spent on Entire Trip	
0	5%
1	9%
2	13%
3	8%
4	8%
5	11%
6	8%
7	11%
8-13	12%
14+	16%
Mean:	7.6
Median:	5.0
Total Number of Nights at Lodging used anywhere in Virginia	
0	14%
1	14%
2	16%
3	10%
4	7%
5+	40%
Mean (2014-2015):	5.6
Median (2014-2015):	3.0
Mean (2016):	6.1
Median (2016):	2.0
Types of Lodging used anywhere in Virginia	
Hotel	56%
B&B	4%
Private Home	33%

Personal Second Home/Condo	9%
Rental Condo	5%
Rental Home	5%
Time Share	14%
RV/Tent	4%
Other	2%
Shared Economy Property (AirBnB, VRBO, etc)	1%
Top 15 brands of hotel stayed in the longest in Virginia	
Marriott Hotels/Resorts/Suites	24%
Best Western	10%
Other	10%
Comfort Inns/Suites	7%
Ritz-Carlton	5%
Motel 6	5%
Hilton Hotels & Resorts	4%
La Quinta Inns	4%
Country Inns/Suites by Carlson	3%
Holiday Inn Express	3%
Hilton Garden Inn	3%
Hampton Inns/Suites	2%
Courtyard by Marriott	2%
Clarion Inns/Hotels & Resorts	2%
Homewood Suites	2%
Travel Party Spending	
\$0	Less than 0.5%
\$1 to less than \$100	1%
\$100 to less than \$250	Less than 0.5%
\$250 to less than \$500	
\$500 to less than \$750	17%
\$750 to less than \$1000	19%
\$1000+	62%
Mean:	\$1,184
Median:	\$834
Traveler Spending in Virginia (Percentage of Total Spending by Category)**	
Average spent on Lodging	26%
Average spent on food/beverage/dining (excluding groceries)	17%
Average spent on groceries	5%
Average spent on entertainment (excluding gaming)/admissions	12%
Average spent on (casino) gaming	2%
Average spent on shopping/gifts/souvenirs	9%

Average spent on amenities (golf fees,spa,health club,ski passes,etc)	3%
Average spent on other	4%
Average spent on transportation to get to state	11%
Average spent on transportation within state	4%
Average spent on gasoline within state	5%
Average spent on parking/tolls within state	2%
**Note: The questionnaire spending categories changed in Q3 2013.	
General activities/attractions visited in Virginia	
<u>Arts and Culture</u>	
Art galleries	18%
Historic sites/churches	32%
Museums	30%
Musical theater	38%
Old homes/mansions	17%
Symphony/opera/concert	19%
Theater/drama	15%
Native American ruins/Rock art	4%
Local/folk arts/crafts	16%
Musical performance/show	61%
<u>Adventure Sports</u>	
Hang gliding/ Skydiving/ Base jumping	
Hiking/ Backpacking/ Canyoneering	10%
Rock/mountain climbing	4%
Scuba diving/snorkeling	4%
Skiing/snowboarding	2%
Water skiing	2%
Whitewater rafting/ Kayaking/ Canoeing/ Paddleboarding	3%
Mountain biking	6%
<u>Sports and Recreation</u>	
Biking /Road biking/ Cycling	4%
Fishing	5%
Golf	8%
Horseback riding	6%
Hunting	2%
Sports events - Major/ Professional	4%
Motor boat/Jet ski	4%
Motor sports - NASCAR/Indy	1%
Sailing	6%
Snowmobiling	1%
Snow sports other than skiing or snowmobiling	2%
Tennis	1%

ATV/Four-wheeling	4%
Horseracing	2%
Sports events - Youth/ Amateur/ Collegiate/ Other (spectator)	3%
Sports events - Youth/ Amateur/ Collegiate/ Other (participant)	3%
<u>Nature/Outdoor Activities</u>	
Beach	21%
Bird watching	4%
Camping	5%
Caverns	7%
Gardens	12%
Nature travel/ecotouring	3%
Wildlife viewing	6%
Farms/ Ranches/ Agri-tours	2%
Other nature (photography, rockhound, etc)	2%
State park/Monuments/ Recreation areas	18%
National park/Monuments/ Recreation areas	15%
<u>Entertainment/Amusement</u>	
Casino/gaming	4%
Fine dining	35%
Nightclub/dancing	13%
Shopping	43%
Spa/health club	8%
Special events/Festivals (e.g., Mardi Gras, hot air balloon races)	9%
Theme park/ Amusement park/ Water park	14%
Wine tasting/winery tour	10%
Craft breweries	3%
Distilleries	5%
Rodeo/State fair	1%
<u>Family Activities</u>	
Family reunion	9%
High School/College reunion	2%
Visiting friends	19%
Visiting relatives	23%
<u>Sightseeing</u>	
Rural sightseeing	21%
Urban sightseeing	20%
Area where a TV show or movie was filmed *	1%
None of the above	
Satisfaction with experience in Virginia	
Not At all Satisfied	
Not Very Satisfied	1%
Somewhat Satisfied	6%
Very Satisfied	24%
Extremely Satisfied	69%

Advance planning time - considered visiting Virginia	
Less than 2 weeks before the visit	15%
Within 2 weeks-4 weeks of visit	17%
At least 1 month, but less than 3 months before the visit	23%
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	14%
Advanced planning time - decided to visit Virginia	
Less than 2 weeks before the visit	21%
Within 2 weeks-4 weeks of visit	24%
At least 1 month, but less than 3 months before the visit	18%
At least 3 months, but less than 6 months before the visit	18%
At least 6 months, but less than 1 year before the visit	13%
More than a year before the visit	6%
Planning information sources for Virginia	
<u>Offline Sources</u>	
Friends/relatives	40%
Own experience	46%
Travel Agent (in person or by phone)	7%
Travel book	6%
Newspaper	4%
Magazine	9%
TV	11%
Radio	6%
Destination printed material	14%
Travel provider (airline, hotel, rental car, cruise, etc.) either in person or by phone	10%
Other 'offline' planning sources(s)	4%
Corporate travel department (in person or by phone)	5%
<u>Online Sources</u>	
Online full service travel website (Expedia, Travelocity, etc.)	11%
Corporate desktop travel tool/Intranet	5%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	5%
Travel provider website (airline, hotel, rental car, cruise, tour)	17%
Travel club (AAA)	10%
Other online planning sources(s)	4%
Destination website (official site of state, city or attraction)	22%
Pinterest	5%
Facebook	22%
Instagram	2%
Twitter	9%

Travel review sites (TripAdvisor, Yelp,etc.) Text Change Wv 109	15%
Yahoo Trip Planner	4%
VibeAgent	5%
Mobile Web Browsing	15%
Search engines (Google, Bing, Yahoo, etc.)	28%
MySpace	3%
Blogs	4%
Online forums	4%
Other mobile sites	4%
<u>Other</u>	
Someone else planned for me and I don't know the method	6%
Other social/commercial networking sources	2%
No plans were made for this destination	8%
Other	
Booking methods used for Virginia	
<u>Offline Methods</u>	
Travel Agent	8%
Directly with travel provider in person/phone	17%
Travel club (e.g. AAA)	8%
Corporate travel department	5%
Directly with destination or attraction (tourist/visitor center etc.) in person or by phone	15%
Other 'offline' booking method	2%
<u>Online Methods</u>	
Corporate desktop travel tool/intranet	7%
Travel provider website (airline, hotel, rental car, cruise, tour)	18%
Destination website	17%
Online travel agency (Expedia, Travelocity, etc.)	14%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	5%
Some other online booking method	4%
<u>Other</u>	
Someone else booked for me and I don't know the method	10%
No bookings were made for this destination	23%
Unsure, I just used link from social/commercial networking or mobile source	2%
Top 10 other states visited for leisure in the past 12 months	
Virginia	62%
Maryland	38%
Florida	34%
North Carolina	31%
Washington D.C	31%
New York	28%
Georgia	25%
South Carolina	24%

Pennsylvania	23%
New Jersey	22%
Travel party origin - Top 10 DMAs (Designated Marketing Areas) for the profiled travel segment	
Washington, DC (Hagerstown)	18%
New York	15%
Richmond-Petersburg	6%
Savannah	5%
Roanoke-Lynchburg	4%
Norfolk-Portsmouth-Newport News	4%
Greenville-New Bern-Washington	3%
Miami-Ft. Lauderdale	3%
Baltimore	3%
Jackson, MS	3%
Travel party origin - Top 10 States for the profiled travel segment	
Virginia	26%
New York	12%
Maryland	9%
South Carolina	8%
North Carolina	7%
Florida	6%
Pennsylvania	5%
Ohio	4%
New Jersey	4%
California	4%
Ethnicity of household head	
White	74%
Black/African American	11%
Asian or Pacific Islander	9%
American Indian, Aleut Eskimo	1%
Other	4%
No answer	2%
Hispanic origin of household head	
Yes	14%
No	84%
No answer	2%
Household size	

1	18%
2	29%
3	17%
4	16%
5+	21%
Age of respondent	
18-24	9%
25-34	21%
35-44	23%
45-54	18%
55-64	20%
65+	9%
Mean:	44
Median:	43
Marital status	
Now married	59%
Never married	24%
Divorced, Widowed, Separated	17%
No answer	
Respondent education	
Grade School	
Some High School	Less than 0.5%
Graduated High School	10%
Some College - no degree	29%
Graduated College - Associate's degree (2 year)	10%
Graduated College - Bachelor's degree (4 year)	32%
Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS, etc	19%
No answer	
Annual household Income	
Under \$10,000	3%
\$10,000-\$14,999	Less than 0.5%
\$15,000-\$19,999	Less than 0.5%
\$20,000-\$24,999	1%
\$25,000-\$29,999	3%
\$30,000-\$34,999	3%
\$35,000-\$39,999	4%
\$40,000-\$49,999	6%
\$50,000-\$59,999	11%
\$60,000-\$74,999	15%

\$75,000-\$99,999	16%
\$100,000-\$124,999	18%
\$125,000-\$149,999	11%
\$150,000-\$199,999	7%
\$200,000	3%
Mean:	\$91,000
Median:	\$88,000
Top 15 States visited on the same trip	
Virginia	100%
North Carolina	18%
West Virginia	14%
South Carolina	13%
New York	12%
Maryland	12%
Washington DC.	11%
Pennsylvania	11%
Tennessee	11%
Georgia	9%
Florida	6%
Kentucky	6%
New Jersey	5%
Rhode Island	5%
Illinois	5%
Top 10 Other states plan to visit for leisure in the next 2 years	
Florida	36%
Virginia	33%
New York	29%
Washington D.C	26%
California	26%
Maryland	26%
North Carolina	25%
Pennsylvania	24%
South Carolina	23%
Georgia	18%