

VIRGINIA IS FOR LOVERS[®]

Northern Virginia Region Travel Profile

Source: VA Module of 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 **Northern Virginia Region** during **FY2016**.

	All
Sample Size (N)	471
Weighted Percent of Total	100% (n=594)
Primary purpose of Trip	
Visit friends/relatives	52%
Outdoor recreation	7%
Entertainment/Sightseeing	14%
Other pleasure/personal	11%
Personal business	2%
Business - Convention/tradeshaw	Less than 0.5%
Business - Conference/seminar	1%
Employee Training/Seminar	3%
Client or Customer Meeting/Service	2%
Internal Business Meeting	1%
Sales/Marketing	1%
Incentive/Reward	Less than 0.5%
Internal Operations/Equipment Repair or Service	Less than 0.5%
All Other General Business	3%
Other	2%
All purposes of trip	
Q1A Visit friends/relatives - All purposes for trip	63%
Q1A Outdoor recreation - All purposes for trip	24%
Q1A Entertainment/Sightseeing - All purposes for trip	36%
Q1A Other pleasure/personal - All purposes for trip	33%
Q1A Personal business - All purposes for trip	11%
* Q1A Business - Employee Training/Seminar - All purposes for trip	8%
* Q1A Business - Client or Customer Meeting/Service - All purposes for trip	7%
* Q1A Business - Internal Business Meeting - All purposes for trip	6%
* Q1A Business - Sales/Marketing - All purposes for trip	5%
* Q1A Business - Incentive/Reward - All purposes for trip	4%
* Q1A Business - Internal Operations/Equipment Repair or Service - All purposes for trip	4%
* Q1A Business - Any Other General Business - All purposes for trip	9%
Q1A Business - Convention/Tradeshaw - All purposes for trip	5%

Q1A Business - Conference/Seminar - All purposes for trip	6%
Q1A Other - All purposes for trip	4%
Month of Travel	
July-2015	15%
August-2015	13%
September-2015	11%
October-2015	10%
November-2015	11%
December-2015	10%
January-2016	7%
February-2016	5%
March-2016	6%
April-2016	6%
May-2016	4%
June-2016	3%
Holiday Travel	
VA1_1. Did your ... trip to Virginia include a holiday or a holiday weekend?	32%
Weekend Getaway	
VA2_1. Did this trip include a Friday night and/or a Saturday night in Virginia?	69%
Total travel party size	
1	23%
2	38%
3	15%
4	13%
5	7%
6+	4%
Mean:	2.6
Median:	2.0
Age of Travel Party Members	
VA5_1_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - Under 6 years	7%
VA5_2_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 6 - 12	8%
VA5_3_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 13 - 17	7%
VA5_4_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 18 - 24	8%
VA5_5_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 25 - 34	17%

VA5_6_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 35 - 44	15%
VA5_7_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 45 - 54	11%
VA5_8_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 55 - 64	14%
VA5_9_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 65 and over	12%
Travel Party Members Under 18 Years Old	
Travel parties that include children under 18	30%
Modes of Travel Used on Entire Trip (all states visited)	
Q2A Own Auto/truck - All modes of transportation for trip	78%
Q2A Rental car- All modes of transportation for trip	11%
Q2A Camper/RV- All modes of transportation for trip	2%
Q2A Ship/Boat- All modes of transportation for trip	3%
Q2A Airplane- All modes of transportation for trip	17%
Q2A Bus - All modes of transportation for trip	4%
Q2A Train - All modes of transportation for trip	6%
Q2A Motorcoach/Group Tour - All modes of transportation for trip	2%
Q2A Other - All modes of transportation for trip	3%
Q2A Motorcycle - All modes of transportation for trip	2%
Primary Mode of Travel Used on Entire Trip	
Own Auto/truck	74%
Rental car	6%
Camper/RV	1%
Ship/Boat	1%
Airplane	13%
Bus	1%
Train	2%
Motorcoach/Group Tour	Less than 0.5%
Motorcycle	1%
Other	2%
Total Nights Spent on Entire Trip	
0	11%
1	15%
2	18%
3	14%
4	10%

5	8%
6	4%
7	7%
8 through 13	9%
14+	4%
Mean:	4.4
Median:	3.0
Total Number of Nights at Lodging Used Anywhere in Virginia	
1	24%
2	24%
3	16%
4	11%
5+	26%
Mean:	4.0
Median:	3.0
Types of Lodging Used Anywhere in Virginia	
Q4F Number of nights spent in Hotel/Motel	47%
Q4F Number of nights spent in B&B	1%
Q4F Number of nights spent in Private Home	34%
Q4F Number of nights spent in Rental Condo	2%
Q4F Number of nights spent in Time Share	4%
Q4F Number of nights spent in RV/Tent	3%
Q4F Number of nights spent in Other	2%
Q4F Number of nights spent in Personal Second Home/Condo	4%
Q4F Number of nights spent in Rental Home	3%
Q4F Number of nights spent in Shared Economy Property	1%
Top 15 Brands of Hotel Stayed in Longest in Virginia	
Best Western	12%
Courtyard by Marriott	7%
Marriott Hotels/Resorts/Suites	6%
Comfort Inns/Suites	6%
Hampton Inns/Suites	6%
Hyatt Hotels	5%
Candlewood Suites	5%
Hilton Hotels & Resorts	5%
Hilton Garden Inn	4%
Other	4%
Holiday Inn	3%
Sheraton Inns/Hotels/Resorts/Suites	3%
La Quinta Inns	3%

Quality Inn & Suites	3%
Holiday Inn Express	2%
Travel Party Spending	
\$0	2%
\$1 to less than \$100	23%
\$100 to less than \$250	20%
\$250 to less than \$500	17%
\$500 to less than \$750	11%
\$750 to less than \$1,000	8%
\$1000+	18%
Mean:	\$589
Median:	\$319
Traveler Spending in Virginia (Percentage of Total Spending By Category)**	
Q4G Total \$s spent on Lodging	23%
Q4G Total \$s spent on Food/Beverage/Dining (excluding groceries)	19%
Q4G Total \$s spent on Groceries	5%
Q4G Total \$s spent on Entertainment (excluding gaming)/Admissions	6%
Q4G Total \$s spent on (Casino) Gaming	1%
Q4G Total \$s spent on Shopping/Gifts/Souvenirs	10%
Q4G Total \$s spent on Amenities (golf fees, spa, health club, ski passes, etc.)	1%
Q4G Total \$s spent on Other	1%
Q4G Total \$s spent on Transportation to State	22%
Q4G Total \$s spent on Transportation within state	3%
Q4G Total \$s spent on Gasoline within state	7%
Q4G 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	
Q4H Activities/Attractions Visited - Art galleries	7%
Q4H Activities/Attractions Visited - Historic sites/Churches	16%
Q4H Activities/Attractions Visited - Museums	16%
Q4H Activities/Attractions Visited - Musical theater	4%
Q4H Activities/Attractions Visited - Old homes/mansions	6%
Q4H Activities/Attractions Visited - Symphony/opera/concert	Less than 0.5%
Q4H Activities/Attractions Visited - Theater/drama	4%
Q4H Activities/Attractions Visited - Native American ruins/Rock art	1%
Q4H Activities/Attractions Visited - Local/folk arts/crafts	2%
Q4H Activities/Attractions Visited - Musical performance/show	3%
Adventure Sports	
Q4H Activities/Attractions Visited - Hang gliding/skydiving/base jumping	1%

Q4H Activities/Attractions Visited - Hiking/Backpacking/Canyoneering	6%
Q4H Activities/Attractions Visited - Rock/mountain climbing	1%
Q4H Activities/Attractions Visited - Scuba diving/snorkeling	Less than 0.5%
Q4H Activities/Attractions Visited - Skiing/snowboarding	1%
Q4H Activities/Attractions Visited - Water skiing	Less than 0.5%
Q4H Activities/Attractions Visited - Whitewater rafting/Kayaking/Canoeing/Paddleboarding	1%
Q4H Activities/Attractions Visited - Mountain biking	1%
Sports & Recreation	
Q4H Activities/Attractions Visited - Biking/Road biking/Cycling	1%
Q4H Activities/Attractions Visited - Fishing	1%
Q4H Activities/Attractions Visited - Golf	1%
Q4H Activities/Attractions Visited - Horseback riding	1%
Q4H Activities/Attractions Visited - Hunting	1%
Q4H Activities/Attractions Visited - Sports event-Major/Professional	1%
Q4H Activities/Attractions Visited - Motor boat/Jet Ski	1%
Q4H Activities/Attractions Visited - Motor sports - NASCAR/Indy	Less than 0.5%
Q4H Activities/Attractions Visited - Sailing	1%
Q4H Activities/Attractions Visited - Snowmobiling	Less than 0.5%
Q4H Activities/Attractions Visited - Snow sports other than skiing or snowmobiling	
Q4H Activities/Attractions Visited - Tennis	1%
Q4H Activities/Attractions Visited - Youth/amateur/collegiate sporting events	
Q4H Activities/Attractions Visited - ATV/Four-wheeling	Less than 0.5%
Q4H Activities/Attractions Visited - Horseracing	Less than 0.5%
Q4H Activities/Attractions Visited - Sports events-Youth/Amateur/Collegiate/Other-spectator	1%
Q4H Activities/Attractions Visited - Sports events-Youth/Amateur/Collegiate/Other-participant	1%
Nature / Outdoor Activities	
Q4H Activities/Attractions Visited - Beach	7%
Q4H Activities/Attractions Visited - Bird watching	3%
Q4H Activities/Attractions Visited - Camping	3%
Q4H Activities/Attractions Visited - Caverns	4%
Q4H Activities/Attractions Visited - Gardens	5%
Q4H Activities/Attractions Visited - Nature travel/Ecotouring	3%
Q4H Activities/Attractions Visited - Wildlife viewing	3%
Q4H Activities/Attractions Visited - Farms/ranches/Agri-tours	2%
Q4H Activities/Attractions Visited - Other nature	4%
Q4H Activities/Attractions Visited - State park/Monuments/Recreation areas	8%
Q4H Activities/Attractions Visited - National park/Monuments/Recreation areas	10%
Entertainment / Amusement	
Q4H Activities/Attractions Visited - Casino/gaming	1%
Q4H Activities/Attractions Visited - Fine dining	15%
Q4H Activities/Attractions Visited - Nightclub/dancing	3%
Q4H Activities/Attractions Visited - Shopping	26%
Q4H Activities/Attractions Visited - Spa/health club	2%

Q4H Activities/Attractions Visited - Special events/Festivals (e.g., Mardi Gras, hot air balloon)	3%
Q4H Activities/Attractions Visited - Theme park/Amusement park/Water park	4%
Q4H Activities/Attractions Visited - Wine tasting/winery tour	6%
Q4H Activities/Attractions Visited - Zoos/Aquariums/Aviaries	3%
Q4H Activities/Attractions Visited - Rodeo/State fair	Less than 0.5%
Q4H Activities/Attractions Visited - Craft breweries	6%
Q4H Activities/Attractions Visited - Distilleries	2%
Family Activities	
Q4H Activities/Attractions Visited - Family reunion	6%
Q4H Activities/Attractions Visited - High School/College reunion	2%
Q4H Activities/Attractions Visited - Visiting friends	21%
Q4H Activities/Attractions Visited - Visiting relatives	29%
Sightseeing	
Q4H Activities/Attractions Visited - Rural sightseeing	15%
Q4H Activities/Attractions Visited - Urban sightseeing	11%
Q4H Activities/Attractions Visited - Area where TV or movie was filmed	1%
Top 25 Most Frequently Visited Cities in Virginia	
Washington, DC	33%
Alexandria	24%
Arlington	21%
Fairfax	20%
Fredericksburg	19%
Richmond	17%
Manassas	14%
Front Royal	13%
Charlottesville	12%
Virginia Beach	11%
Falls Church	11%
Williamsburg	9%
Harrisonburg	9%
Cumberland Gap	9%
Norfolk	8%
Chesapeake	7%
Hampton	7%
Roanoke	7%
Leesburg	7%
Newport News	7%
Winchester	6%
Warrenton	6%
Cape Charles	6%
Rocky Mount	6%
Norton	6%

Top 25 Virginia Attractions Most Frequently Visited by Travelers	
Tyson's Corner Mall (Northern Virginia)	13%
Blue Ridge Parkway (Blue Ridge Highlands)	12%
Appalachian Trail (Heart of Appalachia)	11%
Blue Ridge Parkway (Shenandoah Valley)	10%
Chesapeake Bay Bridge-Tunnel (Eastern Shore)	8%
Appalachian Trail (Blue Ridge Highlands)	8%
Blue Ridge Parkway (Northern Virginia)	7%
George Washington Memorial Parkway (Northern Virginia)	7%
Skyline Drive (Northern Virginia)	7%
Manassas National Battlefield Park (Northern Virginia)	7%
Appalachian Trail (Northern Virginia)	7%
Blue Ridge Parkway (Central Virginia)	6%
Potomac Mills Mall (Northern Virginia)	6%
Arlington National Cemetery (Northern Virginia)	6%
Busch Gardens (Hampton Roads)	6%
Colonial Williamsburg (Hampton Roads)	6%
Civil War Trail (Heart of Appalachia)	6%
Shenandoah National Park (Shenandoah Valley)	5%
Skyline Drive (Shenandoah Valley)	5%
Fredericksburg & Spotsylvania National Military Park (Northern Virginia)	5%
Assateague Island National Seashore (Eastern Shore)	5%
Appalachian Trail (Shenandoah Valley)	5%
Luray Caverns (Shenandoah Valley)	5%
Chincoteague National Wildlife Refuge (Eastern Shore)	5%
Shenandoah Caverns (Shenandoah Valley)	5%
Satisfaction With Experience in Virginia	
Not at all satisfied	1%
Not very satisfied	Less than 0.5%
Somewhat satisfied	10%
Very satisfied	33%
Extremely satisfied	56%
Advance Planning Time - Considered Visiting Virginia	
Less than 2 weeks before the visit	26%
Within 2 weeks - 4 weeks of visit	12%
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	16%
At least 6 months, but less than 1 year before the visit	15%
More than a year before the visit	8%

Advance Planning Time - Decided to Visit Virginia	
Less than 2 weeks before the visit	38%
Within 2 weeks - 4 weeks of visit	15%
At least 1 month, but less than 3 months before the visit	20%
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	11%
More than a year before the visit	4%
Planning Information Sources for Virginia	
<u>Offline Sources</u>	
Friends/relatives	29%
Own experience	40%
Travel agent (in person or by phone)	3%
Travel club (eg. AAA)	5%
Travel book	2%
Newspaper	2%
Magazine	5%
TV	5%
Radio	1%
Destination printed material	6%
Travel provider (airline, hotel, rental car cruise, etc.) either in person or by phone	5%
Other offline planning sources	1%
Corporate travel department (in person or by phone)	1%
<u>Online Sources</u>	
Corporate desktop travel tool/intranet	1%
Online full service travel website (Expedia. Travelocity, etc.)	10%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1%
Travel provider website (airline, hotel, rental car, cruise, tour)	13%
Other online planning sources	1%
Destination website	14%
MySpace	
Facebook	9%
LinkedIn	1%
Match.com	
Twitter.com	3%
Instagram	1%
Blogs	2%
TripAdvisor	6%
Yahoo Trip Planner	1%
VibeAgent	Less than 0.5%
Other social/commercial networking sources (Specify)	1%
iPhone	
Mobile Web Browsing	5%
Other mobile sites	1%

Search engines (Google, Bing, Yahoo, etc)	17%
Pinterest	2%
Travel review sites (TripAdvisor, Yelp, etc)	6%
Online forums	Less than 0.5%
<u>Other</u>	
Someone else planned for me and I don't know the method	3%
No plans were made for this destination	21%
Booking Methods Used for Virginia	
<u>Offline Methods</u>	
Travel agent (in person or by phone)	5%
Directly with travel provider (airline, hotel, rental car, cruise, etc.) either in person/phone	10%
Travel club (e.g. AAA)	5%
Corporate travel department (in person or by phone)	5%
Directly with destination or attraction (tourist/visitor center, etc.) in person or by phone	4%
Some other offline booking method	2%
<u>Online Methods</u>	
Corporate desktop travel tool/internet	4%
Travel provider website (airline, hotel, rental car, cruise, tour)	15%
Destination website (official site of state, city or attraction)	7%
Online full service travel website (Expedia, Travelocity, etc.)	13%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1%
Some other online booking method	2%
<u>Other</u>	
Some other method	
Someone else booked for me and I don't know the method	4%
No bookings were made for this destination	43%
Unsure, I just used link from social/commercial networking or mobile source (such as MySpace, Facebook, Trip Advisor, etc.)	1%
Top 10 Other States Visited for Leisure in Past 12 Months	
Virginia	75%
Washington D.C	50%
Maryland	37%
Florida	27%
Pennsylvania	26%
North Carolina	23%
New York	22%
New Jersey	18%
Georgia	17%
South Carolina	17%

Travel Party Origin - Top 10 DMAs (Designated Marketing Areas) for the profiled travel segment	
Washington, DC (Hagerstown)	22%
New York	10%
Philadelphia	6%
Norfolk-Portsmouth-Newport News	5%
Baltimore	4%
Raleigh-Durham (Fayetteville)	4%
Richmond-Petersburg	4%
Boston (Manchester)	3%
Greensboro-High Point-Winston Salem	3%
Roanoke-Lynchburg	3%
Travel Party Origin - Top 10 States for the profiled travel segment	
Virginia	31%
Maryland	10%
North Carolina	8%
New Jersey	8%
Pennsylvania	6%
New York	5%
Florida	4%
Massachusetts	4%
Michigan	3%
California	3%
Ethnicity of Household Head	
White	83%
Black/African	10%
Asian or Pacific Islander	5%
American Indian, Aleut Eskimo	Less than 0.5%
Other	1%
Prefer not to answer	1%
Hispanic Origin of Household Head	
Spanish/Hispanic	8%
Not Spanish/Hispanic	91%
Prefer not to answer	1%
Household Size	
1	12%
2	42%

3	15%
4	18%
5	9%
6+	4%
Age of Respondent	
18-24	10%
25-34	23%
35-44	20%
45-54	14%
55-64	16%
65+	18%
Mean:	45
Median:	42
Marital Status	
Now married	62%
Never married	26%
Divorced, Widowed, Separated	12%
Respondent Education	
Some high school	1%
Graduated High school	15%
Some college - no degree	18%
Graduated college-Associate's degree (2 year)	10%
Graduated college-Bachelor's degree (4 year)	30%
Post Graduate degree-MS,MA,MBA,DVM,PhD,DDS,etc.	27%
Prefer not to answer	Less than 0.5%
Annual Household Income	
Under \$10,000	2%
\$10,000-\$14,999	2%
\$15,000-\$19,999	3%
\$20,000-\$24,999	3%
\$25,000-\$29,999	4%
\$30,000-\$34,999	5%
\$35,000-\$39,999	2%
\$40,000-\$49,999	4%
\$50,000-\$59,999	13%
\$60,000-\$74,999	11%
\$75,000-\$99,999	16%
\$100,000-\$124,999	13%
\$125,000-\$149,999	9%
\$150,000-\$199,999	11%

\$200,000 +	4%
Mean:	\$99,900
Median:	\$110,000
Top 15 States Visited on Same Trip	
Virginia	100%
Washington D.C	16%
Maryland	9%
North Carolina	6%
Pennsylvania	5%
West Virginia	5%
South Carolina	4%
Tennessee	3%
New York	3%
Florida	2%
Georgia	2%
New Jersey	2%
Ohio	2%
Kentucky	1%
Texas	1%
Top 10 Other States Plan to Visit for Leisure in Next 2 Years	
Maryland	41%
Washington D.C	33%
Florida	29%
New York	26%
North Carolina	23%
Pennsylvania	20%
Virginia	19%
California	18%
South Carolina	18%
New Jersey	15%