

VIRGINIA IS FOR LOVERS[®]

Traveler's Profile who used any Paid Accommodation in 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 including travelers who stayed in any paid accommodation in Virginia and spent \$1 or more during their trip.

	All
Sample Size (N)	991
Weighted Percent of Total	100% (n=961)
Primary purpose of trip	
Visit friends/relatives	34%
Outdoor recreation	7%
Entertainment/Sightseeing	25%
Other pleasure/personal	16%
Personal business	4%
Business - Convention/Tradeshow	Less than 0.5%
Business - Conference/Seminar	1%
Employee Training/Seminar	3%
Client or Customer Meeting/Service	3%
Internal Business Meeting	1%
Sales/Marketing	1%
Incentive/Reward	
Internal Operations/Equipment Repair or Service	Less than 0.5%
Any Other General Business	2%
Other	3%
All purposes of trip	
Visit friends/relatives	50%
Outdoor recreation	28%
Entertainment/Sightseeing	48%
Other pleasure/personal	41%
Personal business	11%
Employee Training/Seminar	8%
Client or Customer Meeting/Service	7%
Internal Business Meeting	6%
Sales/Marketing	5%
Incentive/Reward	5%
Internal Operations/Equipment Repair or Service	5%
Any Other General Business	8%

Business - Convention/Tradeshow	5%
Business - Conference/Seminar	6%
Other	6%
Month of Travel	
July-2015	12%
August-2015	11%
September-2015	8%
October-2015	9%
November-2015	6%
December-2015	7%
January-2016	4%
February-2016	4%
March-2016	9%
April-2016	9%
May-2016	11%
June-2016	10%
Total travel party size	
1	15%
2	39%
3	14%
4	19%
5+	13%
Mean:	2.9
Median:	2.0
Travel party members under 18 years old	
Travel parties that include children under 18	36%
All Modes of Travel Used on Entire Trip	
Own Auto/Truck	80%
Rental Car	15%
Camper/RV	2%
Ship/Boat	3%
Airplane	12%
Bus	4%
Train	5%
Motorcoach/Group Tour	3%
Other	3%
Motorcycle	2%

Primary Mode of Travel used on Entire Trip	
Own Auto/Truck	78%
Rental Car	10%
Camper/RV	Less than 0.5%
Ship/Boat	Less than 0.5%
Airplane	8%
Bus	
Train	1%
Motorcoach/Group Tour	1%
Motorcycle	1%
Other	1%
Total Nights Spent on Entire Trip	
0	
1	13%
2	18%
3	12%
4	9%
5	10%
6	8%
7	9%
8-13	15%
14+	8%
Mean:	5.9
Median:	4.0
Total Number of Nights at Lodging used anywhere in Virginia	
0	
1	27%
2	23%
3	13%
4	10%
5+	27%
Mean (2015):	3.7
Median(2015):	2.0
Mean (2016):	3.7
Median (2016):	2.0
Types of Lodging used anywhere in Virginia	
Hotel	86%

B&B	4%
Private Home	9%
Personal Second Home/Condo	2%
Rental Condo	5%
Rental Home	5%
Time Share	7%
RV/Tent	1%
Other	1%
Shared Economy Property (AirBnB, VRBO, etc)	2%
Top 15 brands of hotel stayed in the longest in Virginia	
Other	9%
Comfort Inns/Suites	8%
Hampton Inns/Suites	8%
Best Western	7%
Marriott Hotels/Resorts/Suites	6%
Holiday Inn Express	5%
Hilton Hotels & Resorts	5%
Courtyard by Marriott	4%
La Quinta Inns	3%
Holiday Inn	3%
Days Inn	3%
Motel 6	3%
Quality Inn & Suites	3%
Residence Inn by Marriott	3%
Hilton Garden Inn	3%
Travel Party Spending	
\$0	2%
\$1 to less than \$100	1%
\$100 to less than \$250	Less than 0.5%
\$250 to less than \$500	1%
\$500 to less than \$750	27%
\$750 to less than \$1000	18%
\$1000+	50%
Mean:	\$890
Median:	\$560
Traveler Spending in Virginia (Percentage of Total Spending by Category)**	
Average spent on Lodging	35%
Average spent on food/beverage/dining (excluding groceries)	18%
Average spent on groceries	5%

Average spent on entertainment (excluding gaming)/admissions	7%
Average spent on (casino) gaming	1%
Average spent on shopping/gifts/souvenirs	8%
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	15%
Average spent on transportation within state	3%
Average spent on gasoline within state	5%
Average spent on parking/tolls within state	1%
**Note: The questionnaire spending categories changed in Q3 2013.	
General activities/attractions visited in Virginia	
<u>Arts and Culture</u>	
Art galleries	6%
Historic sites/churches	23%
Museums	17%
Musical theater	3%
Old homes/mansions	9%
Symphony/opera/concert	1%
Theater/drama	3%
Native American ruins/Rock art	1%
Local/folk arts/crafts	5%
Musical performance/show	4%
<u>Adventure Sports</u>	
Hang gliding/ Skydiving/ Base jumping	1%
Hiking/ Backpacking/ Canyoneering	5%
Rock/mountain climbing	1%
Scuba diving/snorkeling	Less than 0.5%
Skiing/snowboarding	1%
Water skiing	Less than 0.5%
Whitewater rafting/ Kayaking/ Canoeing/ Paddleboarding	1%
Mountain biking	1%
<u>Sports and Recreation</u>	
Biking /Road biking/ Cycling	1%
Fishing	3%
Golf	1%
Horseback riding	1%
Hunting	1%
Sports events - Major/ Professional	2%
Motor boat/Jet ski	1%
Motor sports - NASCAR/Indy	1%
Sailing	1%
Snowmobiling	Less than 0.5%
Snow sports other than skiing or snowmobiling	

Tennis	1%
ATV/Four-wheeling	1%
Horseracing	1%
Sports events - Youth/ Amateur/ Collegiate/ Other (spectator)	1%
Sports events - Youth/ Amateur/ Collegiate/ Other (participant)	1%
<u>Nature/Outdoor Activities</u>	
Beach	13%
Bird watching	2%
Camping	2%
Caverns	3%
Gardens	5%
Nature travel/ecotouring	3%
Wildlife viewing	4%
Farms/ Ranches/ Agri-tours	2%
Other nature (photography, rockhound, etc)	3%
State park/Monuments/ Recreation areas	9%
National park/Monuments/ Recreation areas	12%
<u>Entertainment/Amusement</u>	
Casino/gaming	2%
Fine dining	19%
Nightclub/dancing	4%
Shopping	29%
Spa/health club	3%
Special events/Festivals (e.g., Mardi Gras, hot air balloon races)	3%
Theme park/ Amusement park/ Water park	10%
Wine tasting/winery tour	6%
Rodeo/State fair	Less than 0.5%
Craft breweries	3%
Distilleries	1%
<u>Family Activities</u>	
Family reunion	6%
High School/College reunion	1%
Visiting friends	11%
Visiting relatives	16%
<u>Sightseeing</u>	
Rural sightseeing	16%
Urban sightseeing	12%
Area where a TV show or movie was filmed *	2%
None of the above	18%
Satisfaction with experience in Virginia	
Not At all Satisfied	Less than 0.5%
Not Very Satisfied	1%
Somewhat Satisfied	10%

Very Satisfied	40%
Extremely Satisfied	50%
Advance planning time - considered visiting Virginia	
Less than 2 weeks before the visit	16%
Within 2 weeks-4 weeks of visit	15%
At least 1 month, but less than 3 months before the visit	22%
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	18%
More than a year before the visit	11%
Advanced planning time - decided to visit Virginia	
Less than 2 weeks before the visit	24%
Within 2 weeks-4 weeks of visit	19%
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	15%
At least 6 months, but less than 1 year before the visit	14%
More than a year before the visit	6%
Planning information sources for Virginia	
Offline Sources	
Friends/relatives	23%
Own experience	36%
Travel Agent (in person or by phone)	2%
Travel book	4%
Newspaper	2%
Magazine	4%
TV	4%
Radio	2%
Destination printed material	7%
Travel provider (airline, hotel, rental car, cruise, etc.) either in person or by phone	6%
Other 'offline' planning sources(s)	3%
Corporate travel department (in person or by phone)	2%
Online Sources	
Online full service travel website (Expedia, Travelocity, etc.)	13%
Corporate desktop travel tool/Intranet	2%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1%
Travel provider website (airline, hotel, rental car, cruise, tour)	14%
Travel club (AAA)	10%
Other online planning sources(s)	4%
Destination website (official site of state, city or attraction)	19%
Pinterest	3%

Facebook	10%
Instagram	1%
Twitter	3%
Travel review sites (TripAdvisor, Yelp,etc.) Text Change Wv 109	11%
Yahoo Trip Planner	1%
VibeAgent	Less than 0.5%
Mobile Web Browsing	4%
Search engines (Google, Bing, Yahoo, etc.)	26%
MySpace	
Blogs	1%
Online forums	1%
Other mobile sites	Less than 0.5%
<u>Other</u>	
Someone else planned for me and I don't know the method	2%
Other social/commercial networking sources	1%
No plans were made for this destination	11%
Other	
Booking methods used for Virginia	
<u>Offline Methods</u>	
Travel Agent	4%
Directly with travel provider in person/phone	15%
Travel club (e.g. AAA)	5%
Corporate travel department	4%
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	4%
Travel provider website (airline, hotel, rental car, cruise, tour)	17%
Destination website	12%
Online travel agency (Expedia, Travelocity, etc.)	18%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	2%
Some other online booking method	5%
<u>Other</u>	
Someone else booked for me and I don't know the method	7%
No bookings were made for this destination	17%
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	66%
Florida	33%
North Carolina	33%
Washington D.C	30%

Pennsylvania	30%
New York	27%
Maryland	27%
South Carolina	24%
New Jersey	22%
Georgia	20%
Travel party origin - Top 10 DMAs (Designated Marketing Areas) for the profiled travel segment	
Washington, DC (Hagerstown)	13%
New York	11%
Philadelphia	5%
Norfolk-Portsmouth-Newport News	4%
Richmond-Petersburg	4%
Roanoke-Lynchburg	4%
Boston (Manchester)	4%
Raleigh-Durham (Fayetteville)	3%
Baltimore	3%
Pittsburgh	2%
Travel party origin - Top 10 States for the profiled travel segment	
Virginia	23%
North Carolina	8%
New Jersey	7%
Pennsylvania	7%
Maryland	7%
New York	6%
Florida	6%
Ohio	4%
Massachusetts	4%
South Carolina	4%
Ethnicity of household head	
White	86%
Black/African American	9%
Asian or Pacific Islander	3%
American Indian, Aleut Eskimo	Less than 0.5%
Other	1%
No answer	1%
Hispanic origin of household head	
Yes	6%

No	93%
No answer	Less than 0.5%
Household size	
1	11%
2	38%
3	17%
4	19%
5+	15%
Age of respondent	
18-24	6%
25-34	18%
35-44	26%
45-54	17%
55-64	16%
65+	18%
Mean:	47
Median:	45
Marital status	
Now married	70%
Never married	20%
Divorced, Widowed, Separated	11%
Respondent education	
Grade School	
Some High School	1%
Graduated High School	11%
Some College - no degree	16%
Graduated College - Associate's degree (2 year)	15%
Graduated College - Bachelor's degree (4 year)	34%
Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS, etc	24%
No answer	Less than 0.5%
Annual household income	
Under \$10,000	3%
\$10,000-\$14,999	1%
\$15,000-\$19,999	1%
\$20,000-\$24,999	1%
\$25,000-\$29,999	3%

\$30,000-\$34,999	3%
\$35,000-\$39,999	2%
\$40,000-\$49,999	6%
\$50,000-\$59,999	12%
\$60,000-\$74,999	12%
\$75,000-\$99,999	16%
\$100,000-\$124,999	16%
\$125,000-\$149,999	12%
\$150,000-\$199,999	8%
\$200,000	4%
Mean:	\$93,000
Median:	\$88,000
Top 15 States visited on the same trip	
Virginia	100%
North Carolina	14%
Washington DC.	12%
Maryland	11%
South Carolina	11%
Pennsylvania	9%
West Virginia	9%
Georgia	8%
Florida	7%
New York	6%
Tennessee	6%
New Jersey	4%
Ohio	4%
Delaware	3%
Kentucky	3%
Top 10 Other states plan to visit for leisure in the next 2 years	
Virginia	40%
Florida	34%
Maryland	27%
New York	23%
North Carolina	23%
Washington D.C	22%
South Carolina	20%
Pennsylvania	18%
California	16%
New Jersey	12%