

VIRGINIA IS FOR LOVERS®

Southern 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 Southern Virginia Region during FY2016 - the localities are listed below. The Margin of error is +/- 6.61%.

	All
Sample Size (N)	146
Weighted Percent of Total	100% (n=189)
Primary purpose of Trip	
Visit friends/relatives	44%
Outdoor recreation	18%
Entertainment/Sightseeing	11%
Other pleasure/personal	9%
Personal business	5%
Business - Convention/tradeshow	
Business - Conference/seminar	
Employee Training/Seminar	2%
Client or Customer Meeting/Service	2%
Internal Business Meeting	3%
Sales/Marketing	1%
Incentive/Reward	
Internal Operations/Equipment Repair or Service	
All Other General Business	5%
Other	1%
All purposes of trip	
Q1A Visit friends/relatives - All purposes for trip	61%
Q1A Outdoor recreation - All purposes for trip	37%
Q1A Entertainment/Sightseeing - All purposes for trip	35%
Q1A Other pleasure/personal - All purposes for trip	35%
Q1A Personal business - All purposes for trip	22%
* Q1A Business - Employee Training/Seminar - All purposes for trip	16%
* Q1A Business - Client or Customer Meeting/Service - All purposes for trip	16%
* Q1A Business - Internal Business Meeting - All purposes for trip	17%
* Q1A Business - Sales/Marketing - All purposes for trip	12%
* Q1A Business - Incentive/Reward - All purposes for trip	12%
* Q1A Business - Internal Operations/Equipment Repair or Service - All purposes for trip	12%
* Q1A Business - Any Other General Business - All purposes for trip	17%

Q1A Business - Convention/Tradeshow - All purposes for trip	14%
Q1A Business - Conference/Seminar - All purposes for trip	13%
Q1A Other - All purposes for trip	7%
Month of Travel	
July-2015	17%
August-2015	15%
September-2015	11%
October-2015	9%
November-2015	11%
December-2015	7%
January-2016	6%
February-2016	6%
March-2016	7%
April-2016	5%
May-2016	3%
June-2016	3%
Holiday Travel	
VA1_1. Did your ... trip to Virginia include a holiday or a holiday weekend?	43%
Weekend Getaway	
VA2_1. Did this trip include a Friday night and/or a Saturday night in Virginia?	76%
Total travel party size	
1	17%
2	24%
3	13%
4	29%
5	10%
6+	7%
Mean:	3.3
Median:	3.0
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	9%
VA5_2_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 6 - 12	12%
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	9%

VA5_5_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 25 - 34	18%
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	16%
VA5_8_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 55 - 64	8%
VA5_9_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 65 and over	5%
Travel Party Members Under 18 Years Old	
Travel parties that include children under 18	54%
Modes of Travel Used on Entire Trip (all states visited)	
Q2A Own Auto/truck - All modes of transportation for trip	83%
Q2A Rental car- All modes of transportation for trip	15%
Q2A Camper/RV- All modes of transportation for trip	4%
Q2A Ship/Boat- All modes of transportation for trip	7%
Q2A Airplane- All modes of transportation for trip	15%
Q2A Bus - All modes of transportation for trip	7%
Q2A Train - All modes of transportation for trip	8%
Q2A Motorcoach/Group Tour - All modes of transportation for trip	3%
Q2A Other - All modes of transportation for trip	3%
Q2A Motorcycle - All modes of transportation for trip	4%
Primary Mode of Travel Used on Entire Trip	
Own Auto/truck	80%
Rental car	8%
Camper/RV	70%
Ship/Boat	2%
Airplane	7%
Bus	
Train	Less than 0.5%
Motorcoach/Group Tour	
Motorcycle	1%
Other	1%
Total Nights Spent on Entire Trip	
0	11%
1	15%
2	22%

3	14%
4	12%
5	8%
6	2%
7	6%
8 through 13	5%
14+	4%
Mean:	3.8
Median:	3.0
Total Number of Nights at Lodging Used Anywhere in Virginia	
1	22%
2	30%
3	13%
4	17%
5+	18%
Mean:	3.5
Median:	2.0
Types of Lodging Used Anywhere in Virginia	
Q4F Number of nights spent in Hotel/Motel	44%
Q4F Number of nights spent in B&B	2%
Q4F Number of nights spent in Private Home	28%
Q4F Number of nights spent in Rental Condo	4%
Q4F Number of nights spent in Time Share	5%
Q4F Number of nights spent in RV/Tent	8%
Q4F Number of nights spent in Other	1%
Q4F Number of nights spent in Personal Second Home/Condo	3%
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	19%
Hilton Hotels & Resorts	14%
Comfort Inns/Suites	6%
Marriott Hotels/Resorts/Suites	5%
Hampton Inns/Suites	5%
Extended Stay America	3%
Quality Inn & Suites	3%
Hilton Garden Inn	3%
Holiday Inn	3%
Days Inn	3%
Park Hyatt	3%

La Quinta Inns	2%
Grand Hyatt	2%
Sheraton Inns/Hotels/Resorts/Suites	2%
Ritz-Carlton	2%
Travel Party Spending	
\$0	2%
\$1 to less than \$100	29%
\$100 to less than \$250	22%
\$250 to less than \$500	12%
\$500 to less than \$750	8%
\$750 to less than \$1,000	3%
\$1000+	23%
Mean:	\$650
Median:	\$220
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	8%
Q4G Total \$s spent on (Casino) Gaming	2%
Q4G Total \$s spent on Shopping/Gifts/Souvenirs	9%
Q4G Total \$s spent on Amenities (golf fees, spa, health club, ski passes, etc.)	3%
Q4G Total \$s spent on Other	2%
Q4G Total \$s spent on Transportation to State	13%
Q4G Total \$s spent on Transportation within state	3%
Q4G Total \$s spent on Gasoline within state	11%
Q4G Total \$s spent on Parking/Tolls within state	2%
**Note: The questionnaire spending categories changed in Q3 2013.	
General Activities / Attractions Visited in Virginia	
Arts & Culture	
Q4H Activities/Attractions Visited - Art galleries	15%
Q4H Activities/Attractions Visited - Historic sites/Churches	10%
Q4H Activities/Attractions Visited - Museums	15%
Q4H Activities/Attractions Visited - Musical theater	6%
Q4H Activities/Attractions Visited - Old homes/mansions	3%
Q4H Activities/Attractions Visited - Symphony/opera/concert	1%
Q4H Activities/Attractions Visited - Theater/drama	3%
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	4%

<u>Adventure Sports</u>	
Q4H Activities/Attractions Visited - Hang gliding/skydiving/base jumping	Less than 0.5%
Q4H Activities/Attractions Visited - Hiking/Backpacking/Canyoneering	3%
Q4H Activities/Attractions Visited - Rock/mountain climbing	2%
Q4H Activities/Attractions Visited - Scuba diving/snorkeling	1%
Q4H Activities/Attractions Visited - Skiing/snowboarding	2%
Q4H Activities/Attractions Visited - Water skiing	1%
Q4H Activities/Attractions Visited - Whitewater rafting/Kayaking/Canoeing/Paddleboarding	1%
Q4H Activities/Attractions Visited - Mountain biking	2%
<u>Sports & Recreation</u>	
Q4H Activities/Attractions Visited - Biking/Road biking/Cycling	3%
Q4H Activities/Attractions Visited - Fishing	2%
Q4H Activities/Attractions Visited - Golf	
Q4H Activities/Attractions Visited - Horseback riding	1%
Q4H Activities/Attractions Visited - Hunting	4%
Q4H Activities/Attractions Visited - Sports event-Major/Professional	1%
Q4H Activities/Attractions Visited - Motor boat/Jet Ski	2%
Q4H Activities/Attractions Visited - Motor sports - NASCAR/Indy	2%
Q4H Activities/Attractions Visited - Sailing	4%
Q4H Activities/Attractions Visited - Snowmobiling	1%
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	1%
Q4H Activities/Attractions Visited - Sports events-Youth/Amateur/Collegiate/Other-spectator	3%
Q4H Activities/Attractions Visited - Sports events-Youth/Amateur/Collegiate/Other-participant	1%
<u>Nature / Outdoor Activities</u>	
Q4H Activities/Attractions Visited - Beach	16%
Q4H Activities/Attractions Visited - Bird watching	1%
Q4H Activities/Attractions Visited - Camping	8%
Q4H Activities/Attractions Visited - Caverns	2%
Q4H Activities/Attractions Visited - Gardens	4%
Q4H Activities/Attractions Visited - Nature travel/Ecotouring	2%
Q4H Activities/Attractions Visited - Wildlife viewing	2%
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	9%
Q4H Activities/Attractions Visited - National park/Monuments/Recreation areas	7%
<u>Entertainment / Amusement</u>	
Q4H Activities/Attractions Visited - Casino/gaming	3%
Q4H Activities/Attractions Visited - Fine dining	15%
Q4H Activities/Attractions Visited - Nightclub/dancing	6%
Q4H Activities/Attractions Visited - Shopping	24%

Q4H Activities/Attractions Visited - Spa/health club	4%
Q4H Activities/Attractions Visited - Special events/Festivals (e.g., Mardi Gras, hot air balloon)	4%
Q4H Activities/Attractions Visited - Theme park/Amusement park/Water park	8%
Q4H Activities/Attractions Visited - Wine tasting/winery tour	5%
Q4H Activities/Attractions Visited - Zoos/Aquariums/Aviaries	6%
Q4H Activities/Attractions Visited - Rodeo/State fair	Less than 0.5%
Q4H Activities/Attractions Visited - Craft breweries	6%
Q4H Activities/Attractions Visited - Distilleries	3%
Family Activities	
Q4H Activities/Attractions Visited - Family reunion	8%
Q4H Activities/Attractions Visited - High School/College reunion	1%
Q4H Activities/Attractions Visited - Visiting friends	17%
Q4H Activities/Attractions Visited - Visiting relatives	19%
Sightseeing	
Q4H Activities/Attractions Visited - Rural sightseeing	14%
Q4H Activities/Attractions Visited - Urban sightseeing	4%
Q4H Activities/Attractions Visited - Area where TV or movie was filmed	2%
Top 25 Most Frequently Visited Cities in Virginia	
Richmond	28%
South Boston	26%
Danville	25%
Virginia Beach	24%
Cumberland Gap	23%
Alexandria	18%
Harrisonburg	17%
Cape Charles	17%
Martinsville	17%
Colonial Beach	17%
Charlottesville	16%
Emporia	16%
Chesapeake	16%
Hampton	16%
Reedville	16%
Fairfax	15%
Norton	15%
South Hill	15%
Blacksburg	15%
Washington, DC	15%
Arlington	14%
Front Royal	14%
Fredericksburg	14%
Norfolk	14%
Farmville	13%

Top 25 Virginia Attractions Most Frequently Visited by Travelers	
Appalachian Trail (Heart of Appalachia)	18%
Breaks Interstate Park (Heart of Appalachia)	16%
Civil War Trail (Heart of Appalachia)	16%
The Crooked Road – Virginia's Heritage Music Trail (Heart of Appalachia)	15%
Cumberland Gap National Historical Park (Heart of Appalachia)	14%
Natural Tunnel State Park (Heart of Appalachia)	14%
Ralph Stanley Museum (Heart of Appalachia)	12%
Southwest Virginia Museum (Heart of Appalachia)	12%
Wilderness Road State Park (Heart of Appalachia)	12%
Appalachian Trail (Blue Ridge Highlands)	12%
Barter Theatre (Blue Ridge Highlands)	12%
Booker T. Washington National Monument (Blue Ridge Highlands)	12%
Blue Ridge Parkway (Blue Ridge Highlands)	12%
Bristol Motor Speedway (Blue Ridge Highlands)	11%
Claytor Lake State Park (Blue Ridge Highlands)	11%
Civil War Trail (Blue Ridge Highlands)	11%
The Crooked Road – Virginia's Heritage Music Trail (Blue Ridge Highlands)	10%
Fairy Stone State Park (Blue Ridge Highlands)	10%
Grayson- Highlan State Park (Blue Ridge Highlands)	10%
Hungry Mother State Park (Blue Ridge Highlands)	10%
Mount Rogers National Recreation Area (Blue Ridge Highlands)	9%
New River Trail State Park (Blue Ridge Highlands)	9%
Smith Mountain Lake (Blue Ridge Highlands)	9%
Virginia Creeper Trail (Blue Ridge Highlands)	9%
Primland Resort (Blue Ridge Highlands)	9%
Satisfaction With Experience in Virginia	
Not at all satisfied	1%
Not very satisfied	
Somewhat satisfied	12%
Very satisfied	35%
Extremely satisfied	53%
Advance Planning Time - Considered Visiting Virginia	
Less than 2 weeks before the visit	32%
Within 2 weeks - 4 weeks of visit	19%
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	13%
At least 6 months, but less than 1 year before the visit	7%
More than a year before the visit	10%

Advance Planning Time - Decided to Visit Virginia	
Less than 2 weeks before the visit	42%
Within 2 weeks - 4 weeks of visit	21%
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	9%
At least 6 months, but less than 1 year before the visit	7%
More than a year before the visit	6%
Planning Information Sources for Virginia	
<u>Offline Sources</u>	
Friends/relatives	31%
Own experience	38%
Travel agent (in person or by phone)	5%
Travel club (eg. AAA)	5%
Travel book	8%
Newspaper	12%
Magazine	10%
TV	11%
Radio	7%
Destination printed material	11%
Travel provider (airline, hotel, rental car cruise, etc.) either in person or by phone	6%
Other offline planning sources	2%
Corporate travel department (in person or by phone)	1%
<u>Online Sources</u>	
Corporate desktop travel tool/intranet	4%
Online full service travel website (Expedia. Travelocity, etc.)	6%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	6%
Travel provider website (airline, hotel, rental car, cruise, tour)	7%
Other online planning sources	
Destination website	20%
MySpace	
Facebook	19%
LinkedIn	6%
Match.com	
Twitter.com	6%
Instagram	8%
Blogs	2%
TripAdvisor	7%
Yahoo Trip Planner	5%
VibeAgent	2%
Other social/commercial networking sources (Specify)	1%
iPhone	
Mobile Web Browsing	15%
Other mobile sites	

Search engines (Google, Bing, Yahoo, etc)	12%
Pinterest	4%
Travel review sites (TripAdvisor, Yelp, etc)	5%
Online forums	2%
<u>Other</u>	
Someone else planned for me and I don't know the method	3%
No plans were made for this destination	16%
Booking Methods Used for Virginia	
<u>Offline Methods</u>	
Travel agent (in person or by phone)	11%
Directly with travel provider (airline, hotel, rental car, cruise, etc.) either in person/phone	13%
Travel club (e.g. AAA)	7%
Corporate travel department (in person or by phone)	12%
Directly with destination or attraction (tourist/visitor center, etc.) in person or by phone	16%
Some other offline booking method	1%
<u>Online Methods</u>	
Corporate desktop travel tool/internet	11%
Travel provider website (airline, hotel, rental car, cruise, tour)	9%
Destination website (official site of state, city or attraction)	10%
Online full service travel website (Expedia, Travelocity, etc.)	14%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	7%
Some other online booking method	2%
<u>Other</u>	
Some other method	
Someone else booked for me and I don't know the method	
No bookings were made for this destination	36%
Unsure, I just used link from social/commercial networking or mobile source (such as MySpace, Facebook, Trip Advisor, etc.)	4%
Top 10 Other States Visited for Leisure in Past 12 Months	
Virginia	76%
North Carolina	31%
Florida	29%
Washington D.C.	29%
Maryland	29%
South Carolina	22%
New Jersey	17%
Georgia	17%
Pennsylvania	15%
New York	15%

Travel Party Origin - Top 10 DMAs (Designated Marketing Areas) for the profiled travel segment	
Washington, DC (Hagerstown)	15%
Raleigh-Durham (Fayetteville)	13%
Roanoke-Lynchburg	10%
New York	9%
Norfolk-Portsmouth-Newport News	7%
Richmond-Petersburg	7%
Charlotte	6%
Greensboro-High Point-Winston Salem	5%
Atlanta	2%
Greenville-New Bern-Washington	2%
Travel Party Origin - Top 10 States for the profiled travel segment	
Virginia	47%
North Carolina	17%
New Jersey	6%
New York	5%
Florida	4%
Georgia	3%
Maryland	3%
South Carolina	3%
Pennsylvania	2%
Ohio	1%
Ethnicity of Household Head	
White	76%
Black/African	18%
Asian or Pacific Islander	5%
Other	1%
Hispanic Origin of Household Head	
Spanish/Hispanic	13%
Not Spanish/Hispanic	87%
Household Size	
1	12%
2	29%
3	16%
4	31%
5	10%
6+	2%

Age of Respondent	
18-24	13%
25-34	27%
35-44	23%
45-54	16%
55-64	12%
65+	9%
Mean:	41
Median:	39
Marital Status	
Now married	59%
Never married	27%
Divorced, Widowed, Separated	15%
Respondent Education	
Grade School	Less than 0.5%
Some high school	1%
Graduated High school	17%
Some college - no degree	21%
Graduated college-Associate's degree (2 year)	19%
Graduated college-Bachelor's degree (4 year)	22%
Post Graduate degree-MS,MA,MBA,DVM,PhD,DDS,etc.	21%
Annual Household Income	
Under \$10,000	5%
\$10,000-\$14,999	1%
\$15,000-\$19,999	4%
\$20,000-\$24,999	3%
\$25,000-\$29,999	7%
\$30,000-\$34,999	6%
\$35,000-\$39,999	3%
\$40,000-\$49,999	3%
\$50,000-\$59,999	17%
\$60,000-\$74,999	13%
\$75,000-\$99,999	17%
\$100,000-\$124,999	5%
\$125,000-\$149,999	5%
\$150,000-\$199,999	10%
Mean:	\$89,100
Median:	\$96,000

Top 15 States Visited on Same Trip	
Virginia	100%
North Carolina	13%
Washington D.C.	8%
West Virginia	4%
Kentucky	4%
South Carolina	4%
Maryland	3%
Tennessee	3%
South Dakota	3%
Florida	3%
Pennsylvania	2%
Georgia	2%
New Jersey	2%
Delaware	1%
New York	1%
Top 10 Other States Plan to Visit for Leisure in Next 2 Years	
Virginia	40%
Florida	32%
Maryland	25%
North Carolina	24%
Washington D.C.	23%
South Carolina	20%
New York	15%
Georgia	13%
Pennsylvania	11%
New Jersey	10%