

VIRGINIA IS FOR LOVERS[®]

Southwest Region Travel Profile

Source: VA Module of TNS TravelsAmerica, FY 2016

Household trips 50+ miles, one-way, away from home including day trips or with one or more nights away from home to **Blue Ridge Highlands** or **Heart of Appalachia** regions during **FY 2016**.

	All
Sample Size (N)	306
Weighted Percent of Total	100% (n=389)
Primary purpose of Trip	
Visit friends/relatives	42%
Outdoor recreation	14%
Entertainment/Sightseeing	15%
Other pleasure/personal	9%
Personal business	5%
Business - Conference/seminar	2%
Employee Training/Seminar	3%
Client or Customer Meeting/Service	2%
Internal Business Meeting	2%
Sales/Marketing	Less than 0.5%
Incentive/Reward	Less than 0.5%
Internal Operations/Equipment Repair or Service	1%
All Other General Business	2%
Other	3%
All purposes of trip	
Q1A Visit friends/relatives - All purposes for trip	56%
Q1A Outdoor recreation - All purposes for trip	36%
Q1A Entertainment/Sightseeing - All purposes for trip	38%
Q1A Other pleasure/personal - All purposes for trip	33%
Q1A Personal business - All purposes for trip	16%
* Q1A Business - Employee Training/Seminar - All purposes for trip	11%
* Q1A Business - Client or Customer Meeting/Service - All purposes for trip	11%
* Q1A Business - Internal Business Meeting - All purposes for trip	10%
* Q1A Business - Sales/Marketing - All purposes for trip	9%
* Q1A Business - Incentive/Reward - All purposes for trip	7%
* Q1A Business - Internal Operations/Equipment Repair or Service - All purposes for trip	8%
* Q1A Business - Any Other General Business - All purposes for trip	10%
Q1A Business - Convention/Tradeshaw - All purposes for trip	8%
Q1A Business - Conference/Seminar - All purposes for trip	9%
Q1A Other - All purposes for trip	6%

Month of Travel	
July 2015	16%
August 2015	12%
September 2015	11%
October 2015	11%
November 2015	12%
December 2015	9%
January 2016	6%
February 2016	5%
March 2016	5%
April 2016	5%
May 2016	4%
June 2016	3%
Holiday Travel	
VA1_1. Did your ... trip to Virginia include a holiday or a holiday weekend?	29%
Weekend Getaway	
VA2_1. Did this trip include a Friday night and/or a Saturday night in Virginia?	64%
Total travel party size	
1	19%
2	33%
3	18%
4	16%
5	8%
6+	5%
Mean:	2.8
Median:	2
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	6%
VA5_2_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 6 - 12	11%
VA5_3_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 13 - 17	9%
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	15%
VA5_6_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 35 - 44	16%

VA5_7_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 45 - 54	14%
VA5_8_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 55 - 64	11%
VA5_9_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 65 and over	10%
Travel Party Members Under 18 Years Old	
Travel parties that include children under 18	39%
Modes of Travel Used on Entire Trip (all states visited)	
Q2A Own Auto/truck - All modes of transportation for trip	87%
Q2A Rental car- All modes of transportation for trip	12%
Q2A Camper/RV- All modes of transportation for trip	4%
Q2A Ship/Boat- All modes of transportation for trip	5%
Q2A Airplane- All modes of transportation for trip	10%
Q2A Bus - All modes of transportation for trip	6%
Q2A Train - All modes of transportation for trip	4%
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	84%
Rental car	7%
Camper/RV	1%
Ship/Boat	1%
Airplane	3%
Bus	1%
Train	Less than 0.5%
Motorcycle	1%
Other	1%
Total Nights Spent on Entire Trip	
0	19%
1	13%
2	20%
3	11%
4	7%
5	10%
6	3%
7	7%
8 through 13	7%
14+	4%

Mean:	3.7
Median:	2.0
Total Number of Nights at Lodging Used Anywhere in Virginia	
1	22%
2	31%
3	14%
4	9%
5+	25%
Mean:	3.6
Median:	2.0
Types of Lodging Used Anywhere in Virginia	
Q4F Number of nights spent in Hotel/Motel	50%
Q4F Number of nights spent in B&B	1%
Q4F Number of nights spent in Private Home	26%
Q4F Number of nights spent in Rental Condo	4%
Q4F Number of nights spent in Time Share	4%
Q4F Number of nights spent in RV/Tent	5%
Q4F Number of nights spent in Other	3%
Q4F Number of nights spent in Personal Second Home/Condo	2%
Q4F Number of nights spent in Rental Home	5%
Q4F Number of nights spent in Shared Economy Property	1%
Top 15 Brands of Hotel Stayed in Longest in Virginia	
Best Western	10%
Holiday Inn	8%
Comfort Inns/Suites	8%
Marriott Hotels/Resorts/Suites	7%
Holiday Inn Express	6%
Days Inn	4%
Courtyard by Marriott	4%
Residence Inn by Marriott	3%
Hilton Hotels & Resorts	3%
La Quinta Inns	3%
Quality Inn & Suites	3%
Motel 6	3%
Hyatt Hotels	3%
Hampton Inns/Suites	3%
Econo Lodge	2%
Travel Party Spending	
\$0	2%
\$1 to less than \$100	33%

\$100 to less than \$250	19%
\$250 to less than \$500	12%
\$500 to less than \$750	11%
\$750 to less than \$1,000	8%
\$1000+	16%
Mean:	\$541
Median:	\$210
Traveler Spending in Virginia (Percentage of Total Spending By Category)**	
Q4G Total \$s spent on Lodging	25%
Q4G Total \$s spent on Food/Beverage/Dining (excluding groceries)	20%
Q4G Total \$s spent on Groceries	6%
Q4G Total \$s spent on Entertainment (excluding gaming)/Admissions	7%
Q4G Total \$s spent on (Casino) Gaming	1%
Q4G Total \$s spent on Shopping/Gifts/Souvenirs	8%
Q4G Total \$s spent on Amenities (golf fees, spa, health club, ski passes, etc.)	2%
Q4G Total \$s spent on Other	1%
Q4G Total \$s spent on Transportation to State	16%
Q4G Total \$s spent on Transportation within state	4%
Q4G Total \$s spent on Gasoline within state	10%
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	9%
Q4H Activities/Attractions Visited - Historic sites/Churches	15%
Q4H Activities/Attractions Visited - Museums	15%
Q4H Activities/Attractions Visited - Musical theater	4%
Q4H Activities/Attractions Visited - Old homes/mansions	5%
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	4%
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	10%
Q4H Activities/Attractions Visited - Rock/mountain climbing	2%
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	2%
Q4H Activities/Attractions Visited - Mountain biking	2%

<u>Sports & Recreation</u>	2%
Q4H Activities/Attractions Visited - Biking/Road biking/Cycling	2%
Q4H Activities/Attractions Visited - Fishing	1%
Q4H Activities/Attractions Visited - Golf	1%
Q4H Activities/Attractions Visited - Horseback riding	2%
Q4H Activities/Attractions Visited - Hunting	2%
Q4H Activities/Attractions Visited - Sports event-Major/Professional	2%
Q4H Activities/Attractions Visited - Motor boat/Jet Ski	2%
Q4H Activities/Attractions Visited - Motor sports - NASCAR/Indy	2%
Q4H Activities/Attractions Visited - Sailing	2%
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 - ATV/Four-wheeling	Less than 0.5%
Q4H Activities/Attractions Visited - Horseracing	1%
Q4H Activities/Attractions Visited - Sports events-Youth/Amateur/Collegiate/Other-spectato	2%
Q4H Activities/Attractions Visited - Sports events-Youth/Amateur/Collegiate/Other-participa	2%
<u>Nature / Outdoor Activities</u>	
Q4H Activities/Attractions Visited - Beach	8%
Q4H Activities/Attractions Visited - Bird watching	2%
Q4H Activities/Attractions Visited - Camping	4%
Q4H Activities/Attractions Visited - Caverns	4%
Q4H Activities/Attractions Visited - Gardens	4%
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	11%
Q4H Activities/Attractions Visited - National park/Monuments/Recreation areas	14%
<u>Entertainment / Amusement</u>	
Q4H Activities/Attractions Visited - Casino/gaming	1%
Q4H Activities/Attractions Visited - Fine dining	11%
Q4H Activities/Attractions Visited - Nightclub/dancing	5%
Q4H Activities/Attractions Visited - Shopping	21%
Q4H Activities/Attractions Visited - Spa/health club	3%
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	4%
Q4H Activities/Attractions Visited - Zoos/Aquariums/Aviaries	3%
Q4H Activities/Attractions Visited - Rodeo/State fair	
Q4H Activities/Attractions Visited - Craft breweries	6%
Q4H Activities/Attractions Visited - Distilleries	3%
<u>Family Activities</u>	
Q4H Activities/Attractions Visited - Family reunion	5%
Q4H Activities/Attractions Visited - High School/College reunion	2%
Q4H Activities/Attractions Visited - Visiting friends	12%
Q4H Activities/Attractions Visited - Visiting relatives	18%

Sightseeing	
Q4H Activities/Attractions Visited - Rural sightseeing	21%
Q4H Activities/Attractions Visited - Urban sightseeing	7%
Q4H Activities/Attractions Visited - Area where TV or movie was filmed	1%
Top 25 Most Frequently Visited Cities in Virginia	
Cumberland Gap	18%
Wytheville	18%
Washington, DC	17%
Virginia Beach	15%
Richmond	15%
Blacksburg	15%
Alexandria	15%
Charlottesville	14%
Roanoke	14%
Harrisonburg	14%
Front Royal	13%
Norton	12%
Fairfax	12%
Arlington	11%
Chesapeake	10%
Abingdon	10%
Big Stone Gap	10%
Fredericksburg	10%
Rocky Mount	9%
Williamsburg	9%
Hampton	9%
Winchester	9%
Cape Charles	9%
Lynchburg	9%
Bristol	8%
Top 25 Virginia Attractions Most Frequently Visited by Travelers	
Blue Ridge Parkway (Blue Ridge Highlands)	27%
Appalachian Trail (Heart of Appalachia)	23%
Blue Ridge Parkway (Shenandoah Valley)	22%
Appalachian Trail (Blue Ridge Highlands)	19%
Appalachian Trail (Shenandoah Valley)	14%
Civil War Trail (Heart of Appalachia)	11%
Blue Ridge Parkway (Central Virginia)	11%
Chesapeake Bay Bridge- (Tunnel Eastern Shore)	11%
Appalachian Trail (Northern Virginia)	10%
Blue Ridge Parkway (Northern Virginia)	10%
Civil War Trail (Blue Ridge Highlands)	8%
Shenandoah National Park (Shenandoah Valley)	8%

Civil War Trail (Shenandoah Valley)	8%
The Crooked Road – Virginia's Heritage Music Trail (Heart of Appalachia)	8%
Skyline Drive (Shenandoah Valley)	8%
Skyline Drive (Northern Virginia)	8%
Busch Gardens (Hampton Roads)	7%
Assateague Island National Seashore (Eastern Shore)	7%
Southwest Virginia Museum (Heart of Appalachia)	7%
Chincoteague National Wildlife Refuge (Eastern Shore)	7%
Cumberland Gap National Historical Park (Heart of Appalachia)	6%
Luray Caverns (Shenandoah Valley)	6%
Civil War Trail (Southern Virginia)	6%
Tyson's Corner Mall (Northern Virginia)	5%
Fredericksburg & Spotsylvania National Military Park (Northern Virginia)	5%
Satisfaction With Experience in Virginia	
Not very satisfied	Less than 0.5%
Somewhat satisfied	13%
Very satisfied	36%
Extremely satisfied	50%
Advance Planning Time - Considered Visiting Virginia	
Less than 2 weeks before the visit	30%
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	16%
At least 6 months, but less than 1 year before the visit	11%
More than a year before the visit	8%
Advance Planning Time - Decided to Visit Virginia	
Less than 2 weeks before the visit	40%
Within 2 weeks - 4 weeks of visit	19%
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	10%
More than a year before the visit	6%
Planning Information Sources for Virginia	
<u>Offline Sources</u>	
Friends/relatives	25%
Own experience	40%
Travel agent (in person or by phone)	4%
Travel club (eg. AAA)	5%
Travel book	4%
Newspaper	3%

Magazine	6%
TV	7%
Radio	2%
Destination printed material	8%
Travel provider (airline, hotel, rental car cruise, etc.) either in person or by phone	6%
Other offline planning sources	Less than 0.5%
Corporate travel department (in person or by phone)	1%
<u>Online Sources</u>	
Corporate desktop travel tool/intranet	3%
Online full service travel website (Expedia, Travelocity, etc.)	7%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	3%
Travel provider website (airline, hotel, rental car, cruise, tour)	8%
Other online planning sources	1%
Destination website	13%
MySpace	
Facebook	13%
LinkedIn	2%
Match.com	
Twitter.com	5%
Blogs	3%
TripAdvisor	7%
Yahoo Trip Planner	1%
VibeAgent	Less than 0.5%
Other social/commercial networking sources (Specify)	Less than 0.5%
iPhone	
Mobile Web Browsing	5%
Other mobile sites	2%
Search engines (Google, Bing, Yahoo, etc)	18%
Pinterest	2%
Travel review sites (TripAdvisor, Yelp, etc)	7%
Online forums	1%
<u>Other</u>	
Someone else planned for me and I don't know the method	2%
No plans were made for this destination	20%
Booking Methods Used for Virginia	
<u>Offline Methods</u>	
Travel agent (in person or by phone)	6%
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)	7%
Directly with destination or attraction (tourist/visitor center, etc.) in person or by phone	12%
Some other offline booking method	1%
<u>Online Methods</u>	
Corporate desktop travel tool/internet	7%
Travel provider website (airline, hotel, rental car, cruise, tour)	12%

Destination website (official site of state, city or attraction)	8%
Online full service travel website (Expedia, Travelocity, etc.)	10%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1%
Some other online booking method	2%
Other	
Some other method	
Someone else booked for me and I don't know the method	5%
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	33%
North Carolina	31%
Maryland	28%
West Virginia	27%
Florida	26%
South Carolina	24%
Tennessee	21%
Pennsylvania	20%
Georgia	18%
Travel Party Origin - Top 10 DMAs (Designated Marketing Areas) for the profiled travel segment	
Washington, DC (Hagerstown)	18%
Roanoke-Lynchburg	10%
Tri-Cities, TN-VA	7%
Norfolk-Portsmouth-Newport News	6%
Greensboro-High Point-Winston Salem	6%
New York	6%
Charlotte	3%
Richmond-Petersburg	3%
Bluefield-Beckley-Oak Hill	3%
Raleigh-Durham (Fayetteville)	3%
Travel Party Origin - Top 10 States for the profiled travel segment	
Virginia	45%
North Carolina	12%
Maryland	6%
New Jersey	5%
Pennsylvania	4%
Florida	4%
West Virginia	3%
Ohio	3%

New York	2%
Georgia	2%
Ethnicity of Household Head	
White	85%
Black/African-American	9%
Asian or Pacific Islander	5%
American Indian, Aleut Eskimo	Less than 0.5%
Other	1%
Prefer not to answer	Less than 0.5%
Hispanic Origin of Household Head	
Spanish/Hispanic	8%
Not Spanish/Hispanic	91%
Prefer not to answer	1%
Household Size	
1	9%
2	39%
3	14%
4	25%
5	8%
6	3%
7+	2%
Age of Respondent	
18-24	10%
25-34	25%
35-44	21%
45-54	15%
55-64	14%
65+	14%
Mean:	43
Median:	41
Marital Status	
Now married	66%
Never married	23%
Divorced, Widowed, Separated	11%
Respondent Education	
Some high school	Less than 0.5%
Graduated High school	18%

Some college - no degree	22%
Graduated college-Associate's degree (2 year)	11%
Graduated college-Bachelor's degree (4 year)	27%
Post Graduate degree-MS,MA,MBA,DVM,PhD,DDS,etc.	21%
Prefer not to answer	Less than 0.5%
Annual Household Income	
Under \$10,000	3%
\$10,000-\$14,999	2%
\$15,000-\$19,999	4%
\$20,000-\$24,999	5%
\$25,000-\$29,999	4%
\$30,000-\$34,999	4%
\$35,000-\$39,999	3%
\$40,000-\$49,999	5%
\$50,000-\$59,999	16%
\$60,000-\$74,999	10%
\$75,000-\$99,999	14%
\$100,000-\$124,999	10%
\$125,000-\$149,999	8%
\$150,000-\$199,999	8%
\$200,000 +	3%
Mean:	\$93,900
Median:	\$100,000
Top 15 States Visited on Same Trip	
Virginia	100%
North Carolina	9%
West Virginia	9%
Tennessee	9%
Washington D.C	7%
Maryland	5%
Pennsylvania	5%
South Carolina	3%
Georgia	3%
Kentucky	3%
Ohio	3%
Texas	2%
New York	2%
South Dakota	2%
Arkansas	2%

Top 10 Other States Plan to Visit for Leisure in Next 2 Years	
Virginia	39%
Florida	28%
North Carolina	26%
Maryland	25%
Washington D.C	21%
South Carolina	20%
Tennessee	18%
New York	17%
California	16%
Pennsylvania	15%