

The Virginia Tourism Corporation's FY2016 Profiles of Travel in Virginia

Introduction and Methodology

The FY2016 profiles of Travel in Virginia are based upon data collected monthly by TNS TravelsAmerica survey beginning from July 2015 to July 2016. TNS TravelsAmerica uses a nationally representative sample from the TNS 6th dimension USA Panel, described by TNS as America's highest quality, most expertly managed online access panel. Each month, TNS conducts over 10,000 Internet-based interviews among participants who have traveled more than 50 miles from their homes (excluding commuters) in the past 12 months. From this sample, data from 5,000-6,000 participants that had traveled in the previous month is collected for greater detail at the state level. Annually, this results in approximately 65,000 completed interviews among past month travelers. Participants are able to provide details on up to 3 trips taken in the past month and specific state-level data is collected for up to 3 states visited on each trip. The *FY 2016 TNS TravelsAmerica* data was collected on 2,401 household-trips taken to Virginia from July 2015 to July 2016. A **household trip** is defined as *household trips that are 50+ miles, one-way, away from home including day trips or with one or more nights to Virginia taken by one or more members of the same household.*

Beginning in July 2007, the VTC introduced a follow-up study named Virginia Module of TNS TravelsAmerica. Participants who traveled to Virginia were re-contacted in order to gain more specific information on travel party characteristics and the attractions and cities visited in the State. *FY 2016 Virginia Module of TNS TravelsAmerica* data was collected on 1,385 household-trips taken to Virginia from July 2015 to July 2016.

Traveler Spending

The traveler spending represents the spending by all party members of the specific profiled travel segments. Respondents were not asked how much their travel party spent in each destination; therefore, the data represents spending that took place anywhere in Virginia and includes those respondents whose expenditure is zero. To calculate travel party spending per person, divide the total travel party spending by the mean travel party size.

Note: Virginia Tourism Corporation reserves the right, to change or amend the provided information or data at all times without prior notice.