

# VIRGINIA IS FOR LOVERS®

## Virginia Mountains 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 Virginia Mountains Region during FY 2016.

	All
Sample Size (N)	350
Weighted Percent of Total	100% (n=407)
<b>Primary purpose of Trip</b>	
Visit friends/relatives	40%
Outdoor recreation	17%
Entertainment/Sightseeing	14%
Other pleasure/personal	12%
Personal business	4%
Business - Convention/tradeshaw	
Business - Conference/seminar	1%
Employee Training/Seminar	3%
Client or Customer Meeting/Service	1%
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	3%
<b>All purposes of trip</b>	
Q1A Visit friends/relatives - All purposes for trip	51%
Q1A Outdoor recreation - All purposes for trip	36%
Q1A Entertainment/Sightseeing - All purposes for trip	35%
Q1A Other pleasure/personal - All purposes for trip	34%
Q1A Personal business - All purposes for trip	14%
* Q1A Business - Employee Training/Seminar - All purposes for trip	9%
* Q1A Business - Client or Customer Meeting/Service - All purposes for trip	8%
* Q1A Business - Internal Business Meeting - All purposes for trip	8%
* Q1A Business - Sales/Marketing - All purposes for trip	7%
* Q1A Business - Incentive/Reward - All purposes for trip	6%
* Q1A Business - Internal Operations/Equipment Repair or Service - All purposes for trip	6%
* Q1A Business - Any Other General Business - All purposes for trip	9%
Q1A Business - Convention/Tradeshaw - All purposes for trip	7%

Q1A Business - Conference/Seminar - All purposes for trip	8%
Q1A Other - All purposes for trip	5%
<b>Month of Travel</b>	
July-2015	18%
August-2015	14%
September-2015	10%
October-2015	11%
November-2015	12%
December-2015	9%
January-2016	5%
February-2016	4%
March-2016	6%
April-2016	4%
May-2016	4%
June-2016	3%
<b>Holiday Travel</b>	
VA1_1. Did your ... trip to Virginia include a holiday or a holiday weekend?	31%
<b>Weekend Getaway</b>	
VA2_1. Did this trip include a Friday night and/or a Saturday night in Virginia?	66%
<b>Total travel party size</b>	
1	19%
2	32%
3	19%
4	14%
5	11%
6+	4%
Mean:	<b>2.8</b>
Median:	<b>2.0</b>
<b>Age of Travel Party Members</b>	
VA5_1_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - Under 6 years	8%
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	8%
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	14%

VA5_6_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 35 - 44	14%
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	11%
<b>Travel Party Members Under 18 Years Old</b>	
Travel parties that include children under 18	41%
<b>Modes of Travel Used on Entire Trip (all states visited)</b>	
Q2A Own Auto/truck - All modes of transportation for trip	87%
Q2A Rental car- All modes of transportation for trip	11%
Q2A Camper/RV- All modes of transportation for trip	3%
Q2A Ship/Boat- All modes of transportation for trip	4%
Q2A Airplane- All modes of transportation for trip	9%
Q2A Bus - All modes of transportation for trip	5%
Q2A Train - All modes of transportation for trip	4%
Q2A Motorcoach/Group Tour - All modes of transportation for trip	2%
Q2A Other - All modes of transportation for trip	2%
Q2A Motorcycle - All modes of transportation for trip	3%
<b>Primary Mode of Travel Used on Entire Trip</b>	
Own Auto/truck	84%
Rental car	7%
Camper/RV	1%
Ship/Boat	1%
Airplane	4%
Bus	Less than 0.5%
Train	Less than 0.5%
Motorcycle	1%
Other	2%
<b>Total Nights Spent on Entire Trip</b>	
0	22%
1	11%
2	22%
3	10%
4	7%
5	7%
6	4%
7	7%

8 through 13	5%
14+	4%
Mean:	<b>3.6</b>
Median:	<b>2.0</b>
<b>Total Number of Nights at Lodging Used Anywhere in Virginia</b>	
1	19%
2	33%
3	13%
4	11%
5+	24%
Mean:	<b>3.6</b>
Median:	<b>2.0</b>
<b>Types of Lodging Used Anywhere in Virginia</b>	
Q4F Number of nights spent in Hotel/Motel	48%
Q4F Number of nights spent in B&B	1%
Q4F Number of nights spent in Private Home	30%
Q4F Number of nights spent in Rental Condo	5%
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	1%
Q4F Number of nights spent in Personal Second Home/Condo	1%
Q4F Number of nights spent in Rental Home	5%
Q4F Number of nights spent in Shared Economy Property	1%
<b>Top 15 Brands of Hotel Stayed in Longest in Virginia</b>	
Marriott Hotels/Resorts/Suites	12%
Best Western	10%
Comfort Inns/Suites	9%
Holiday Inn	5%
Holiday Inn Express	4%
Hyatt Hotels	4%
Hilton Hotels & Resorts	4%
La Quinta Inns	4%
Days Inn	3%
Hampton Inns/Suites	3%
Residence Inn by Marriott	3%
Courtyard by Marriott	3%
Sleep Inn & Suites	3%
Motel 6	3%
Other	2%

<b>Travel Party Spending</b>	
\$0	1%
\$1 to less than \$100	30%
\$100 to less than \$250	19%
\$250 to less than \$500	15%
\$500 to less than \$750	13%
\$750 to less than \$1,000	8%
\$1000+	15%
Mean:	<b>\$545</b>
Median:	<b>\$243</b>
<b>Traveler Spending in Virginia (Percentage of Total Spending By Category)**</b>	
Q4G Total \$\$ spent on Lodging	25%
Q4G Total \$\$ spent on Food/Beverage/Dining (excluding groceries)	20%
Q4G Total \$\$ spent on Groceries	6%
Q4G Total \$\$ spent on Entertainment (excluding gaming)/Admissions	9%
Q4G Total \$\$ spent on (Casino) Gaming	1%
Q4G Total \$\$ spent on Shopping/Gifts/Souvenirs	8%
Q4G Total \$\$ spent on Amenities (golf fees, spa, health club, ski passes, etc.)	1%
Q4G Total \$\$ spent on Other	1%
Q4G Total \$\$ spent on Transportation to State	15%
Q4G Total \$\$ spent on Transportation within state	4%
Q4G Total \$\$ spent on Gasoline within state	10%
Q4G Total \$\$ spent on Parking/Tolls within state	1%
<b>**Note: The questionnaire spending categories changed in Q3 2013.</b>	
<b>General Activities / Attractions Visited in Virginia</b>	
<u>Arts &amp; Culture</u>	
Q4H Activities/Attractions Visited - Art galleries	8%
Q4H Activities/Attractions Visited - Historic sites/Churches	16%
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	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	3%
Q4H Activities/Attractions Visited - Musical performance/show	3%
<u>Adventure Sports</u>	
Q4H Activities/Attractions Visited - Hang gliding/skydiving/base jumping	Less than 0.5%
Q4H Activities/Attractions Visited - Hiking/Backpacking/Canyoneering	9%
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	1%
Q4H Activities/Attractions Visited - Whitewater rafting/Kayaking/Canoeing/Paddleboarding	1%
Q4H Activities/Attractions Visited - Mountain biking	1%
<b><u>Sports &amp; Recreation</u></b>	
Q4H Activities/Attractions Visited - Biking/Road biking/Cycling	2%
Q4H Activities/Attractions Visited - Fishing	2%
Q4H Activities/Attractions Visited - Golf	Less than 0.5%
Q4H Activities/Attractions Visited - Horseback riding	6%
Q4H Activities/Attractions Visited - Hunting	2%
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	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	Less than 0.5%
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	4%
Q4H Activities/Attractions Visited - Sports events-Youth/Amateur/Collegiate/Other-spectator	2%
Q4H Activities/Attractions Visited - Sports events-Youth/Amateur/Collegiate/Other-participant	2%
<b><u>Nature / Outdoor Activities</u></b>	
Q4H Activities/Attractions Visited - Beach	7%
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	13%
<b><u>Entertainment / Amusement</u></b>	
Q4H Activities/Attractions Visited - Casino/gaming	1%
Q4H Activities/Attractions Visited - Fine dining	12%
Q4H Activities/Attractions Visited - Nightclub/dancing	4%
Q4H Activities/Attractions Visited - Shopping	23%
Q4H Activities/Attractions Visited - Spa/health club	2%
Q4H Activities/Attractions Visited - Special events/Festivals (e.g., Mardi Gras, hot air balloon)	2%
Q4H Activities/Attractions Visited - Theme park/Amusement park/Water park	5%
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	5%
Q4H Activities/Attractions Visited - Distilleries	2%
<b>Family Activities</b>	
Q4H Activities/Attractions Visited - Family reunion	4%
Q4H Activities/Attractions Visited - High School/College reunion	1%
Q4H Activities/Attractions Visited - Visiting friends	11%
Q4H Activities/Attractions Visited - Visiting relatives	19%
<b>Sightseeing</b>	
Q4H Activities/Attractions Visited - Rural sightseeing	20%
Q4H Activities/Attractions Visited - Urban sightseeing	6%
Q4H Activities/Attractions Visited - Area where TV or movie was filmed	1%
<b>Top 25 Most Frequently Visited Cities in Virginia</b>	
Roanoke	28%
Richmond	17%
Washington, DC	16%
Virginia Beach	15%
Alexandria	14%
Harrisonburg	14%
Cumberland Gap	14%
Charlottesville	13%
Rocky Mount	12%
Staunton	12%
Fairfax	12%
Front Royal	12%
Williamsburg	12%
Wytheville	11%
Arlington	11%
Chesapeake	11%
Fredericksburg	10%
Blacksburg	10%
Salem	10%
Hampton	9%
Norton	9%
Lexington	9%
Cape Charles	8%
Winchester	8%
Lynchburg	8%
<b>Top 25 Virginia Attractions Most Frequently Visited by Travelers</b>	
Blue Ridge Parkway( Shenandoah Valley )	28%
Blue Ridge Parkway( Blue Ridge Highlands )	24%
Appalachian Trail( Heart of Appalachia )	20%
Appalachian Trail( Blue Ridge Highlands )	16%

Appalachian Trail( Shenandoah Valley )	12%
Chesapeake Bay Bridge- Tunnel( Eastern Shore )	11%
Skyline Drive( Shenandoah Valley )	10%
Blue Ridge Parkway( Central Virginia )	10%
Civil War Trail( Heart of Appalachia )	10%
Blue Ridge Parkway( Northern Virginia )	9%
Appalachian Trail( Northern Virginia )	9%
Busch Gardens( Hampton Roads )	8%
Smith Mountain Lake( Blue Ridge Highlands )	8%
Shenandoah National Park( Shenandoah Valley )	8%
Civil War Trail( Blue Ridge Highlands )	7%
Skyline Drive( Northern Virginia )	7%
Assateague Island National Seashore( Eastern Shore )	7%
Civil War Trail( Shenandoah Valley )	7%
Chincoteague National Wildlife Refuge( Eastern Shore )	7%
The Crooked Road – Virginia's Heritage Music Trail( Heart of Appalachia )	7%
Appomattox Court House National Historical Park( Central Virginia )	6%
Natural Bridge / Natural Bridge Caverns( Shenandoah Valley )	6%
Shenandoah Caverns( Shenandoah Valley )	6%
Civil War Trail( Northern Virginia )	6%
Colonial Williamsburg( Hampton Roads )	6%
<b>Satisfaction With Experience in Virginia</b>	
Not at all satisfied	Less than 0.5%
Not very satisfied	12%
Somewhat satisfied	34%
Very satisfied	54%
Extremely satisfied	
<b>Advance Planning Time - Considered Visiting Virginia</b>	
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	19%
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	10%
More than a year before the visit	8%
<b>Advance Planning Time - Decided to Visit Virginia</b>	
Less than 2 weeks before the visit	42%
Within 2 weeks - 4 weeks of visit	18%
At least 1 month, but less than 3 months before the visit	11%
At least 3 months, but less than 6 months before the visit	14%
At least 6 months, but less than 1 year before the visit	8%
More than a year before the visit	6%



<b>Planning Information Sources for Virginia</b>	
<u>Offline Sources</u>	
Friends/relatives	26%
Own experience	44%
Travel agent (in person or by phone)	4%
Travel club (eg. AAA)	5%
Travel book	5%
Newspaper	5%
Magazine	5%
TV	6%
Radio	4%
Destination printed material	6%
Travel provider (airline, hotel, rental car cruise, etc.) either in person or by phone	4%
Other offline planning sources	1%
Corporate travel department (in person or by phone)	1%
<u>Online Sources</u>	
Corporate desktop travel tool/intranet	2%
Online full service travel website (Expedia, Travelocity, etc.)	6%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	2%
Travel provider website (airline, hotel, rental car, cruise, tour)	7%
Other online planning sources	1%
Destination website	13%
MySpace	
Facebook	11%
LinkedIn	2%
Match.com	
Twitter.com	4%
Instagram	5%
Blogs	2%
TripAdvisor	7%
Yahoo Trip Planner	2%
VibeAgent	1%
Other social/commercial networking sources (Specify)	1%
iPhone	
Mobile Web Browsing	9%
Other mobile sites	2%
Search engines (Google, Bing, Yahoo, etc)	17%
Pinterest	2%
Travel review sites (TripAdvisor, Yelp, etc)	6%
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	18%
<b>Booking Methods Used for Virginia</b>	

<b>Offline Methods</b>	
Travel agent (in person or by phone)	5%
Directly with travel provider (airline, hotel, rental car, cruise, etc.) either in person/phone	9%
Travel club (e.g. AAA)	4%
Corporate travel department (in person or by phone)	6%
Directly with destination or attraction (tourist/visitor center, etc.) in person or by phone	10%
Some other offline booking method	1%
<b>Online Methods</b>	
Corporate desktop travel tool/internet	5%
Travel provider website (airline, hotel, rental car, cruise, tour)	13%
Destination website (official site of state, city or attraction)	9%
Online full service travel website (Expedia, Travelocity, etc.)	11%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	3%
Some other online booking method	2%
<b>Other</b>	
Some other method	
Someone else booked for me and I don't know the method	4%
No bookings were made for this destination	46%
Unsure, I just used link from social/commercial networking or mobile source (such as MySpace, Facebook, Trip Advisor, etc.)	1%
<b>Top 10 Other States Visited for Leisure in Past 12 Months</b>	
Virginia	69%
Washington D.C	31%
North Carolina	29%
Florida	26%
Maryland	26%
South Carolina	22%
West Virginia	22%
Pennsylvania	20%
Tennessee	15%
Georgia	14%
<b>Travel Party Origin - Top 10 DMAs (Designated Marketing Areas) for the profiled travel segment</b>	
Roanoke-Lynchburg	18%
Washington, DC (Hagerstown)	18%
Norfolk-Portsmouth-Newport News	8%
New York	6%
Greensboro-High Point-Winston Salem	5%
Tri-Cities, TN-VA	3%
Philadelphia	3%
Raleigh-Durham (Fayetteville)	3%
Charlotte	3%

Richmond-Petersburg	3%
<b>Travel Party Origin - Top 10 States for the profiled travel segment</b>	
Virginia	49%
North Carolina	12%
Maryland	6%
New Jersey	5%
Florida	4%
Pennsylvania	3%
New York	3%
Georgia	2%
Massachusetts	2%
South Carolina	2%
<b>Ethnicity of Household Head</b>	
White	87%
Black/African	8%
Asian or Pacific Islander	3%
American Indian, Aleut Eskimo	Less than 0.5%
Other	Less than 0.5%
Prefer not to answer	1%
<b>Hispanic Origin of Household Head</b>	
Spanish/Hispanic	7%
Not Spanish/Hispanic	93%
Prefer not to answer	1%
<b>Household Size</b>	
1	10%
2	42%
3	18%
4	21%
5	7%
6+	3%
<b>Age of Respondent</b>	
18-24	10%
25-34	19%
35-44	21%
45-54	18%
55-64	15%
65+	17%
Mean:	<b>45</b>
Median:	<b>44</b>

<b>Marital Status</b>	
Now married	70%
Never married	22%
Divorced, Widowed, Separated	9%
<b>Respondent Education</b>	
Some high school	Less than 0.5%
Graduated High school	14%
Some college - no degree	20%
Graduated college-Associate's degree (2 year)	9%
Graduated college-Bachelor's degree (4 year)	38%
Post Graduate degree-MS,MA,MBA,DVM,PhD,DDS,etc.	19%
Prefer not to answer	Less than 0.5%
<b>Annual Household Income</b>	
Under \$10,000	1%
\$10,000-\$14,999	2%
\$15,000-\$19,999	3%
\$20,000-\$24,999	4%
\$25,000-\$29,999	4%
\$30,000-\$34,999	3%
\$35,000-\$39,999	4%
\$40,000-\$49,999	5%
\$50,000-\$59,999	16%
\$60,000-\$74,999	9%
\$75,000-\$99,999	18%
\$100,000-\$124,999	12%
\$125,000-\$149,999	9%
\$150,000-\$199,999	8%
\$200,000 +	2%
Mean:	<b>\$96,500</b>
Median:	<b>\$100,000</b>
<b>Top 15 States Visited on Same Trip</b>	
Virginia	100%
North Carolina	8%
West Virginia	8%
Washington D.C	7%
Pennsylvania	6%
Tennessee	6%
Maryland	5%
South Carolina	4%
Georgia	3%
Kentucky	3%

<b>Ohio</b>	2%
<b>New York</b>	2%
<b>South Dakota</b>	2%
<b>Florida</b>	2%
<b>Top 10 Other States Plan to Visit for Leisure in Next 2 Years</b>	
<b>Virginia</b>	40%
<b>North Carolina</b>	26%
<b>Florida</b>	26%
<b>Maryland</b>	25%
<b>New York</b>	22%
<b>Washington D.C</b>	21%
<b>South Carolina</b>	20%
<b>Pennsylvania</b>	18%
<b>Tennessee</b>	18%
<b>California</b>	16%