

VIRGINIA IS FOR LOVERS[®]

Craft Breweries Travel Profile to Virginia

Source: TNS TravelsAmerica, FY2015 and FY2016 combined

Household trips by 50+ miles, one-way, away from home including day trips or with one or more nights away from home to **Virginia** during **FY2015 and FY2016 that include Craft Breweries**.

Cells shaded in red indicate a sample size of less than 300. These data should be used with caution. **The margin of error is +/-8.49.**

	All
Two year Sample Size (N)	130
Weighted Percent of Total	100% (n=129)
Primary purpose of trip	
Visit friends/relatives	47%
Outdoor recreation	6%
Entertainment/Sightseeing	23%
Other pleasure/personal	6%
Personal business	1%
Business - Convention/Tradeshow	1%
Business - Conference/Seminar	3%
Employee Training/Seminar	1%
Client or Customer Meeting/Service	5%
Internal Business Meeting	2%
Sales/Marketing	1%
Incentive/Reward	
Internal Operations/Equipment Repair or Service	2%
Any Other General Business	2%
Other	2%
All purposes of trip	
Visit friends/relatives	61%
Outdoor recreation	37%
Entertainment/Sightseeing	42%
Other pleasure/personal	31%
Personal business	6%
Employee Training/Seminar	6%
Client or Customer Meeting/Service	9%
Internal Business Meeting	6%
Sales/Marketing	5%
Incentive/Reward	4%
Internal Operations/Equipment Repair or Service	4%

Any Other General Business	7%
Business - Convention/Tradeshow	4%
Business - Conference/Seminar	6%
Other	3%
Month of Travel	
July	10%
August	11%
September	10%
October	11%
November	11%
December	8%
January	6%
February	6%
March	7%
April	7%
May	7%
June	6%
Total travel party size	
1	22%
2	53%
3	8%
4	12%
5+	5%
Mean:	2.3
Median:	2.0
Travel Party Members under 18 years old	
Travel parties that include children under 18	17%
All Modes of Transportation Used on Trip	
Own Auto/Truck	79%
Rental Car	16%
Camper/RV	
Ship/Boat	3%
Airplane	21%
Bus	2%
Train	1%
Motorcoach/Group Tour	
Other	3%
Motorcycle	1%

Primary Modes of Transportation Used on Trip	
Own Auto/Truck	74%
Rental Car	10%
Camper/RV	Less than 0.5%
Ship/Boat	Less than 0.5%
Airplane	13%
Bus	Less than 0.5%
Train	Less than 0.5%
Motorcoach/Group Tour	Less than 0.5%
Motorcycle	1%
Other	2.1%
Total Nights Spent on Entire Trip	
0	4%
1	13%
2	21%
3	11%
4	10%
5	8%
6	6%
7	8%
8-13	14%
14+	5%
Mean:	5.1
Median:	4.0
Total Number of Nights at Lodging used anywhere in Virginia	
0	15%
1	14%
2	22%
3	9%
4	11%
5+	29%
Mean (2014-2015):	3.6
Median (2014-2015):	2.0
Mean (2016):	3.8
Median (2016):	2.0
Types of Lodging used anywhere in Virginia	
Hotel	46%
B&B	Less than 0.5%
Private Home	51%
Personal Second Home/Condo	

Rental Condo	2%
Rental Home	3%
Time Share	3%
RV/Tent	2%
Other	2%
Shared Economy Property (AirBnB, VRBO, etc)	

Top 15 Brands of Hotel Stayed in the Longest in Virginia

Other	13%
Comfort Inns/Suites	10%
Embassy Suites	9%
Marriott Hotels/Resorts/Suites	9%
Courtyard by Marriott	9%
Best Western	7%
Sheraton Inns/Hotels/Resorts/Suites	5%
Hampton Inns/Suites	5%
Homewood Suites	5%
Holiday Inn	4%
Park Hyatt	3%
Days Inn	3%
Doubletree Hotels/Suites	3%
Hilton Hotels & Resorts	2%
Quality Inn & Suites	2%

Travel Party Spending

\$0	2%
\$1 to less than \$100	17%
\$100 to less than \$250	15%
\$250 to less than \$500	23%
\$500 to less than \$750	8%
\$750 to less than \$1000	12%
\$1000+	24%
Mean:	\$799
Median:	\$415

Traveler Spending in Virginia (Percentage of Total Spending By Category)**

Total \$s spent on lodging	27%
Total \$s spent on food/beverage/dining (excluding groceries)	22%
Total \$s spent on groceries	5%
Total \$s spent on entertainment (excluding gaming)/admissions	4%
Total \$s spent on (casino) gaming	Less than 0.5%
Total \$s spent on shopping/gifts/souvenirs	5%
Total \$s spent on amenities (golf fees,spa,health club,ski passes,etc)	Less than 0.5%

Total \$s spent on other	1%
Total \$s spent on transportation to get to state	23%
Total \$s spent on transportation within state	5%
Total \$s spent on gasoline within state	6%
Total \$s spent on parking/tolls within state	1%
**Note: The questionnaire spending categories changed in Q3 2013.	
General activities/attractions visited in Virginia	
<u>Arts & Culture</u>	
Art galleries	11%
Historic sites/churches	25%
Museums	18%
Musical theater	4%
Old homes/mansions	9%
Symphony/opera/concert	Less than 0.5%
Theater/drama	4%
Native American ruins/Rock art	
Local/folk arts/crafts	6%
Musical performance/show	5%
<u>Adventure Sports</u>	
Hang gliding/ Skydiving/ Base jumping	
Hiking/ Backpacking/ Canyoneering	7%
Rock/mountain climbing	3%
Scuba diving/snorkeling	
Skiing/snowboarding	
Water skiing	
Whitewater rafting/ Kayaking/ Canoeing/ Paddleboarding	4%
Mountain biking	2%
<u>Sports and Recreation</u>	
Biking /Road biking/ Cycling	2%
Fishing	1%
Golf	2%
Horseback riding	
Hunting	3%
Sports events - Major/ Professional	3%
Motor boat/Jet ski	5%
Motor sports - NASCAR/Indy	
Sailing	4%
Snowmobiling	
Snow sports other than skiing or snowmobiling	
Tennis	1%
ATV/Four-wheeling	1%
Horseracing	
Sports events - Youth/ Amateur/ Collegiate/ Other (spectator)	3%

Sports events - Youth/ Amateur/ Collegiate/ Other (participant)	
<u>Nature / Outdoor Activities</u>	
Beach	14%
Bird watching	Less than 0.5%
Camping	2%
Caverns	1%
Gardens	13%
Nature travel/ecotouring	2%
Wildlife viewing	3%
Farms/ Ranches/ Agri-tours	2%
Other nature (photography, rockhound, etc)	7%
State park/Monuments/ Recreation areas	19%
National park/Monuments/ Recreation areas	11%
<u>Entertainment / Amusement</u>	
Casino/gaming	1%
Fine dining	25%
Nightclub/dancing	9%
Shopping	34%
Spa/health club	2%
Special events/Festivals (e.g., Mardi Gras, hot air balloon races)	4%
Theme park/ Amusement park/ Water park	4%
Wine tasting/winery tour	19%
Craft breweries	100%
Distilleries	9%
Rodeo/State fair	Less than 0.5%
<u>Family Activities</u>	
Family reunion	8%
High School/College reunion	3%
Visiting friends	27%
Visiting relatives	23%
<u>Sightseeing</u>	
Rural sightseeing	21%
Urban sightseeing	22%
Area where a TV show or movie was filmed *	1%
Satisfaction with experience in Virginia	
Not At all Satisfied	
Not Very Satisfied	3%
Somewhat Satisfied	6%
Very Satisfied	35%
Extremely Satisfied	57%
Advance planning time - considered visiting Virginia	

Less than 2 weeks before the visit	21%
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	17%
At least 6 months, but less than 1 year before the visit	12%
More than a year before the visit	9%
Advanced planning time - decided to visit Virginia	
Less than 2 weeks before the visit	31%
Within 2 weeks-4 weeks of visit	18%
At least 1 month, but less than 3 months before the visit	21%
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	12%
More than a year before the visit	4%
Planning information sources for Virginia	
<u>Offline Sources</u>	
Friends/relatives	39%
Own experience	36%
Travel Agent (in person or by phone)	4%
Travel club (AAA)	7%
Travel book	4%
Newspaper	3%
Magazine	4%
TV	2%
Radio	3%
Destination printed material	1%
Travel provider (airline, hotel, rental car, cruise, etc.) either in person or by phone	4%
Other 'offline' planning sources(s)	
Corporate travel department (in person or by phone)	6%
<u>Online sources</u>	
Online full service travel website (Expedia, Travelocity, etc.)	10%
Corporate desktop travel tool/Intranet	4%
Destination website (official site of state, city or attraction)	14%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1%
MySpace	
Travel provider website (airline, hotel, rental car, cruise, tour)	17%
Other online planning sources(s)	2%
Yahoo Trip Planner	2%
Other social/commercial networking sources	Less than 0.5%
Other mobile sites	
Mobile Web Browsing	13%
Search engines (Google, Bing, Yahoo, etc.)	24%
Travel review sites (TripAdvisor, Yelp, etc.) Text Change Wv 109	16%

Online forums	1%
Twitter	2%
Facebook	15%
VibeAgent	
Other	
Pinterest	1%
Instagram	1%
Blogs	1%
Other	
Someone else planned for me and I don't know the method	2%
No plans were made for this destination	16%
Booking methods used for Virginia	
<u>Offline Methods</u>	
Travel Agent	6%
Directly with travel provider in person/phone	8%
Travel club (e.g. AAA)	6%
Corporate travel department	2%
Directly with destination or attraction (tourist/visitor center etc.) in person or by phone	7%
Other 'offline' booking method	Less than 0.5%
<u>Online Methods</u>	
Corporate desktop travel tool/intranet	4%
Travel provider website (airline, hotel, rental car, cruise, tour)	13%
Destination website	9%
Online travel agency (Expedia, Travelocity, etc.)	15%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	2%
Some other online booking method	2%
Other	
Someone else booked for me and I don't know the method	4%
No bookings were made for this destination	39%
Unsure, I just used link from social/commercial networking or mobile source *	
Top 10 other states visited for leisure in the past 12 months	
Virginia	72%
North Carolina	41%
Washington D.C	39%
New York	31%
Florida	31%
Maryland	31%
Pennsylvania	31%
New Jersey	27%
Georgia	23%
South Carolina	21%

Travel party origin - Top 10 DMAs (Designated Marketing Areas) for the profiled travel segment

Washington, DC (Hagerstown)	17%
Raleigh-Durham (Fayetteville)	9%
Roanoke-Lynchburg	7%
Baltimore	6%
Norfolk-Portsmouth-Newport News	6%
New York	6%
Philadelphia	4%
Greenville-Spartanburg-Asheville-Anderson	4%
Richmond-Petersburg	3%
Phoenix (Prescott)	3%

Travel party origin - Top 10 States for the profiled travel segment

Virginia	35%
North Carolina	15%
Maryland	9%
New Jersey	6%
California	6%
Pennsylvania	6%
Massachusetts	3%
Arizona	3%
Texas	2%
Michigan	2%

Ethnicity of Household Head

White	92%
Black/African American	4%
Asian or Pacific Islander	1%
American Indian, Aleut Eskimo	1%
Other	Less than 0.5%
No answer	1%

Hispanic origin of Household Head

Yes	4%
No	96%
No answer	1%

Household Size

1	11%
2	55%
3	11%

4	17%
5+	7%
Age of Respondent	
18-24	9%
25-34	29%
35-44	23%
45-54	13%
55-64	19%
65+	6%
Mean:	41
Median:	39
Marital Status	
Now married	63%
Never married	30%
Divorced, Widowed, Separated	7%
Respondent Education	
Grade School	
Some High School	1%
Graduated High School	10%
Some College - no degree	11%
Graduated College - Associate's degree (2 year)	10%
Graduated College - Bachelor's degree (4 year)	38%
Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS, etc	30%
Annual Household Income	
Under \$10,000	1%
\$10,000-\$14,999	1%
\$15,000-\$19,999	1%
\$20,000-\$24,999	2%
\$25,000-\$29,999	4%
\$30,000-\$34,999	3%
\$35,000-\$39,999	5%
\$40,000-\$49,999	5%
\$50,000-\$59,999	4%
\$60,000-\$74,999	12%
\$75,000-\$99,999	15%
\$100,000-\$124,999	23%
\$125,000-\$149,999	11%
\$150,000-\$199,999	7%
\$200,000 +	5%

Mean:	\$96,000
Median:	\$88,000

Top 15 States visited on the same trip

Virginia	100%
North Carolina	17%
Maryland	9%
Washington DC.	8%
West Virginia	8%
Pennsylvania	6%
South Carolina	6%
Georgia	6%
New York	5%
Ohio	4%
Tennessee	4%
Florida	4%
Kentucky	3%
Delaware	2%
New Jersey	2%

Top 10 Other States plan to visit for Leisure in the next 2 years

Virginia	47%
New York	35%
Florida	33%
North Carolina	28%
California	27%
Washington D.C	26%
Maryland	23%
Pennsylvania	20%
Colorado	20%
Tennessee	18%