

# VIRGINIA IS FOR LOVERS<sup>®</sup>

## Family Fun Travel Profile to Virginia

Source: 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 Virginia during FY2016 including families with children under 18 years.

	<b>All</b>
<b>Sample Size (N)</b>	<b>886</b>
<b>Weighted Percent of Total</b>	<b>100% (n=820)</b>
<b>Primary purpose of trip</b>	
Visit friends/relatives	41%
Outdoor recreation	10%
Entertainment/Sightseeing	15%
Other pleasure/personal	14%
Personal business	6%
Business - Convention/Tradeshow	Less than 0.5%
Business - Conference/Seminar	1%
Employee Training/Seminar	4%
Client or Customer Meeting/Service	2%
Internal Business Meeting	1%
Sales/Marketing	Less than 0.5%
Incentive/Reward	Less than 0.5%
Internal Operations/Equipment Repair or Service	1%
Any Other General Business	2%
Other	3%
<b>All purposes of trip</b>	
Visit friends/relatives	56%
Outdoor recreation	36%
Entertainment/Sightseeing	40%
Other pleasure/personal	41%
Personal business	15%
Employee Training/Seminar	9%
Client or Customer Meeting/Service	8%
Internal Business Meeting	8%
Sales/Marketing	6%
Incentive/Reward	7%
Internal Operations/Equipment Repair or Service	6%
Any Other General Business	10%
Business - Convention/Tradeshow	7%

<b>Business - Conference/Seminar</b>	7%
<b>Other</b>	7%
<b>Month of Travel</b>	
<b>July-2015</b>	14%
<b>August-2015</b>	14%
<b>September-2015</b>	9%
<b>October-2015</b>	6%
<b>November-2015</b>	5%
<b>December-2015</b>	7%
<b>January-2016</b>	5%
<b>February-2016</b>	5%
<b>March-2016</b>	9%
<b>April-2016</b>	8%
<b>May-2016</b>	8%
<b>June-2016</b>	10%
<b>Total travel party size</b>	
<b>1</b>	8%
<b>2</b>	18%
<b>3</b>	23%
<b>4</b>	28%
<b>5+</b>	21%
<b>Mean:</b>	<b>3.5</b>
<b>Median:</b>	<b>3.0</b>
<b>Travel party members under 18 years old</b>	
<b>Travel parties that include children under 18</b>	74%
<b>All Modes of Travel Used on Entire Trip</b>	
<b>Own Auto/Truck</b>	86%
<b>Rental Car</b>	12%
<b>Camper/RV</b>	2%
<b>Ship/Boat</b>	5%
<b>Airplane</b>	12%
<b>Bus</b>	5%
<b>Train</b>	5%
<b>Motorcoach/Group Tour</b>	3%
<b>Other</b>	3%
<b>Motorcycle</b>	2%

<b>Primary Mode of Travel used on Entire Trip</b>	
Own Auto/Truck	82%
Rental Car	6%
Camper/RV	Less than 0.5%
Ship/Boat	1%
Airplane	8%
Bus	Less than 0.5%
Train	1%
Motorcoach/Group Tour	Less than 0.5%
Motorcycle	1%
Other	1%
<b>Total Nights Spent on Entire Trip</b>	
0	14%
1	13%
2	16%
3	11%
4	11%
5	9%
6	5%
7	4%
8-13	12%
14+	4%
Mean:	<b>4.3</b>
Median:	<b>3.0</b>
<b>Total Number of Nights at Lodging used anywhere in Virginia</b>	
0	32%
1	18%
2	16%
3	9%
4	8%
5+	17%
Mean(2015):	<b>2.5</b>
Median(2015):	<b>1.0</b>
Mean(2016):	<b>2.6</b>
Median(2016):	<b>2.0</b>
<b>Types of Lodging used anywhere in Virginia</b>	
Hotel	61%
B&B	4%

Private Home	31%
Personal Second Home/Condo	4%
Rental Condo	5%
Rental Home	6%
Time Share	6%
RV/Tent	5%
Other	2%
Shared Economy Property (AirBnB, VRBO, etc)	1%
<b>Top 15 brands of hotel stayed in the longest in Virginia</b>	
Marriott Hotels/Resorts/Suites	9%
Other	9%
Best Western	9%
Hilton Hotels & Resorts	7%
Hampton Inns/Suites	7%
Comfort Inns/Suites	6%
Holiday Inn Express	6%
Motel 6	4%
Days Inn	3%
Extended Stay America ***	3%
Hyatt Hotels	3%
Courtyard by Marriott	3%
Residence Inn by Marriott	3%
Fairfield Inn	2%
La Quinta Inns	2%
<b>Travel Party Spending</b>	
\$0	7%
\$1 to less than \$100	1%
\$100 to less than \$250	2%
\$250 to less than \$500	1%
\$500 to less than \$750	23%
\$750 to less than \$1000	19%
\$1000+	47%
Mean:	<b>\$652</b>
Median:	<b>\$280</b>
<b>Traveler Spending in Virginia (Percentage of Total Spending by Category)**</b>	
Average spent on Lodging	24%
Average spent on food/beverage/dining (excluding groceries)	18%
Average spent on groceries	6%
Average spent on entertainment (excluding gaming)/admissions	8%
Average spent on (casino) gaming	1%

Average spent on shopping/gifts/souvenirs	10%
Average spent on amenities (golf fees,spa,health club,ski passes,etc)	2%
Average spent on other	1%
Average spent on transportation to get to state	17%
Average spent on transportation within state	4%
Average spent on gasoline within state	8%
Average spent on parking/tolls within state	2%
<b>**Note: The questionnaire spending categories changed in Q3 2013.</b>	
<b>General activities/attractions visited in Virginia</b>	
<b><u>Arts and Culture</u></b>	
Art galleries	6%
Historic sites/churches	13%
Museums	14%
Musical theater	3%
Old homes/mansions	5%
Symphony/opera/concert	1%
Theater/drama	3%
Native American ruins/Rock art	Less than 0.5%
Local/folk arts/crafts	3%
Musical performance/show	5%
<b><u>Adventure Sports</u></b>	
Hang gliding/ Skydiving/ Base jumping	1%
Hiking/ Backpacking/ Canyoneering	4%
Rock/mountain climbing	1%
Scuba diving/snorkeling	1%
Skiing/snowboarding	1%
Water skiing	1%
Whitewater rafting/ Kayaking/ Canoeing/ Paddleboarding	1%
Mountain biking	1%
<b><u>Sports and Recreation</u></b>	
Biking /Road biking/ Cycling	1%
Fishing	4%
Golf	1%
Horseback riding	1%
Hunting	1%
Sports events - Major/ Professional	2%
Motor boat/Jet ski	1%
Motor sports - NASCAR/Indy	1%
Sailing	2%
Snowmobiling	1%
Snow sports other than skiing or snowmobiling	Less than 0.5%
Tennis	1%
ATV/Four-wheeling	1%

<b>Horseracing</b>	1%
<b>Sports events - Youth/ Amateur/ Collegiate/ Other (spectator)</b>	2%
<b>Sports events - Youth/ Amateur/ Collegiate/ Other (participant)</b>	1%
<b><u>Nature/Outdoor Activities</u></b>	
<b>Beach</b>	13%
<b>Bird watching</b>	2%
<b>Camping</b>	4%
<b>Caverns</b>	2%
<b>Gardens</b>	4%
<b>Nature travel/ecotouring</b>	2%
<b>Wildlife viewing</b>	4%
<b>Farms/ Ranches/ Agri-tours</b>	2%
<b>Other nature (photography, rockhound, etc)</b>	5%
<b>State park/Monuments/ Recreation areas</b>	9%
<b>National park/Monuments/ Recreation areas</b>	7%
<b><u>Entertainment/Amusement</u></b>	
<b>Casino/gaming</b>	2%
<b>Fine dining</b>	12%
<b>Nightclub/dancing</b>	4%
<b>Shopping</b>	29%
<b>Spa/health club</b>	3%
<b>Special events/Festivals (e.g., Mardi Gras, hot air balloon races)</b>	2%
<b>Theme park/ Amusement park/ Water park</b>	11%
<b>Wine tasting/winery tour</b>	3%
<b>Rodeo/State fair</b>	Less than 0.5%
<b>Craft breweries</b>	2%
<b>Distilleries</b>	1%
<b><u>Family Activities</u></b>	
<b>Family reunion</b>	7%
<b>High School/College reunion</b>	1%
<b>Visiting friends</b>	12%
<b>Visiting relatives</b>	21%
<b><u>Sightseeing</u></b>	
<b>Rural sightseeing</b>	12%
<b>Urban sightseeing</b>	8%
<b>Area where a TV show or movie was filmed *</b>	Less than 0.5%
<b>None of the above</b>	20%
<b>Satisfaction with experience in Virginia</b>	
<b>Not At all Satisfied</b>	Less than 0.5%
<b>Not Very Satisfied</b>	Less than 0.5%
<b>Somewhat Satisfied</b>	12%
<b>Very Satisfied</b>	34%
<b>Extremely Satisfied</b>	54%

<b>Advance planning time - considered visiting Virginia</b>	
Less than 2 weeks before the visit	28%
Within 2 weeks-4 weeks of visit	21%
At least 1 month, but less than 3 months before the visit	17%
At least 3 months, but less than 6 months before the visit	12%
At least 6 months, but less than 1 year before the visit	14%
More than a year before the visit	9%
<b>Advanced planning time - decided to visit Virginia</b>	
Less than 2 weeks before the visit	37%
Within 2 weeks-4 weeks of visit	21%
At least 1 month, but less than 3 months before the visit	13%
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	10%
More than a year before the visit	5%
<b>Planning information sources for Virginia</b>	
<u>Offline Sources</u>	
Friends/relatives	27%
Own experience	35%
Travel Agent (in person or by phone)	3%
Travel book	2%
Newspaper	3%
Magazine	4%
TV	5%
Radio	3%
Destination printed material	7%
Travel provider (airline, hotel, rental car, cruise, etc.) either in person or by phone	4%
Other 'offline' planning sources(s)	1%
Corporate travel department (in person or by phone)	1%
<u>Online Sources</u>	
Online full service travel website (Expedia, Travelocity, etc.)	10%
Corporate desktop travel tool/Intranet	3%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1%
Travel provider website (airline, hotel, rental car, cruise, tour)	1%
Travel club (AAA)	7%
Other online planning sources(s)	1%
Destination website (official site of state, city or attraction)	16%
Pinterest	3%
Facebook	12%
Instagram	2%

Twitter	4%
Travel review sites (TripAdvisor, Yelp, etc.)	7%
Yahoo Trip Planner	2%
VibeAgent	1%
Mobile Web Browsing	5%
Search engines (Google, Bing, Yahoo, etc.)	20%
MySpace	
Blogs	2%
Online forums	1%
Other mobile sites	Less than 0.5%
<u>Other</u>	
Someone else planned for me and I don't know the method	1%
Other social/commercial networking sources	Less than 0.5%
No plans were made for this destination	21%
Other	
<b>Booking methods used for Virginia</b>	
<u>Offline Methods</u>	
Travel Agent	4%
Directly with travel provider in person/phone	10%
Travel club (e.g. AAA)	4%
Corporate travel department	5%
Directly with destination or attraction (tourist/visitor center etc.) in person or by phone	11%
Other 'offline' booking method	2%
<u>Online Methods</u>	
Corporate desktop travel tool/intranet	4%
Travel provider website (airline, hotel, rental car, cruise, tour)	10%
Destination website	10%
Online travel agency (Expedia, Travelocity, etc.)	14%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	3%
Some other online booking method	1%
<u>Other</u>	
Someone else booked for me and I don't know the method	3%
No bookings were made for this destination	48%
Unsure, I just used link from social/commercial networking or mobile source *	Less than 0.5%
<b>Top 10 other states visited for leisure in the past 12 months</b>	
Virginia	67%
Maryland	33%
North Carolina	32%
Washington D.C	30%
Florida	30%
Pennsylvania	23%



South Carolina	21%
Georgia	20%
West Virginia	19%
New Jersey	18%
<b>Travel party origin - Top 10 DMAs (Designated Marketing Areas) for the profiled travel segment</b>	
Washington, DC (Hagerstown)	18%
Roanoke-Lynchburg	8%
New York	7%
Norfolk-Portsmouth-Newport News	7%
Richmond-Petersburg	6%
Raleigh-Durham (Fayetteville)	5%
Charlotte	4%
Philadelphia	4%
Tri-Cities, TN-VA	2%
Greenville-New Bern-Washington	2%
<b>Travel party origin - Top 10 States for the profiled travel segment</b>	
Virginia	38%
North Carolina	11%
Pennsylvania	7%
Maryland	6%
New York	5%
New Jersey	4%
Ohio	4%
Florida	4%
West Virginia	3%
California	2%
<b>Ethnicity of household head</b>	
White	85%
Black/African American	12%
Asian or Pacific Islander	3%
American Indian, Aleut Eskimo	
Other	1%
No answer	Less than 0.5%
<b>Hispanic origin of household head</b>	
Yes	9%
No	91%
No answer	Less than 0.5%

<b>Household size</b>	
1	
2	12%
3	21%
4	37%
5+	30%
<b>Age of respondent</b>	
18-24	7%
25-34	28%
35-44	35%
45-54	19%
55-64	10%
65+	2%
Mean:	<b>39</b>
Median:	<b>38</b>
<b>Marital status</b>	
Now married	77%
Never married	14%
Divorced, Widowed, Separated	9%
<b>Respondent education</b>	
Grade School	
Some High School	Less than 0.5%
Graduated High School	12%
Some College - no degree	20%
Graduated College - Associate's degree (2 year)	14%
Graduated College - Bachelor's degree (4 year)	32%
Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS, etc	21%
<b>Annual household Income</b>	
Under \$10,000	2%
\$10,000-\$14,999	2%
\$15,000-\$19,999	2%
\$20,000-\$24,999	1%
\$25,000-\$29,999	3%
\$30,000-\$34,999	3%
\$35,000-\$39,999	4%
\$40,000-\$49,999	4%

\$50,000-\$59,999	15%
\$60,000-\$74,999	14%
\$75,000-\$99,999	17%
\$100,000-\$124,999	17%
\$125,000-\$149,999	9%
\$150,000-\$199,999	6%
\$200,000	3%
Mean:	<b>\$87,000</b>
Median:	<b>\$88,000</b>
<b>Top 15 States visited on the same trip</b>	
Virginia	100%
North Carolina	9%
Maryland	8%
Washington DC.	6%
West Virginia	6%
Pennsylvania	4%
South Carolina	4%
Florida	3%
New Jersey	3%
Georgia	3%
Tennessee	3%
New York	2%
Kentucky	2%
Delaware	2%
Ohio	2%
<b>Top 10 Other states plan to visit for leisure in the next 2 years</b>	
Virginia	39%
Florida	34%
North Carolina	25%
Maryland	24%
Washington D.C	24%
New York	20%
South Carolina	17%
California	14%
Pennsylvania	13%
Georgia	11%