

VIRGINIA IS FOR LOVERS[®]

Libations Travel Profile to Virginia

Source: TNS TravelsAmerica, FY2016

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 FY2016 including Craft Breweries, Distilleries, and wine tasting/winery tour.

Cells shaded in red indicate a sample size of less than 300. These data should be used with caution. The Margin of error is +/- 7.86.

	All
Sample Size (N)	143
Weighted Percent of Total	100% (n= 146)
Primary purpose of trip	
Visit friends/relatives	48%
Outdoor recreation	8%
Entertainment/Sightseeing	25%
Other pleasure/personal	8%
Personal business	Less than 0.5%
Business - Convention/Tradeshow	
Business - Conference/Seminar	1%
Employee Training/Seminar	1%
Client or Customer Meeting/Service	4%
Internal Business Meeting	
Sales/Marketing	1%
Incentive/Reward	
Internal Operations/Equipment Repair or Service	
Any Other General Business	2%
Other	2%
All purposes of trip	
Visit friends/relatives	65%
Outdoor recreation	38%
Entertainment/Sightseeing	51%
Other pleasure/personal	39%
Personal business	10%
Employee Training/Seminar	9%
Client or Customer Meeting/Service	10%
Internal Business Meeting	7%
Sales/Marketing	6%

Incentive/Reward	7%
Internal Operations/Equipment Repair or Service	7%
Any Other General Business	9%
Business - Convention/Tradeshow	8%
Business - Conference/Seminar	7%
Other	6%
Month of Travel	
July-2015	8%
August-2015	13%
September-2015	7%
October-2015	6%
November-2015	10%
December-2015	9%
January-2016	5%
February-2016	1%
March-2016	5%
April-2016	7%
May-2016	20%
June-2016	10%
Total travel party size	
1	21%
2	45%
3	6%
4	16%
5+	11%
Mean:	2.6
Median:	2.0
Travel party members under 18 years old	
Travel parties that include children under 18	22%
All Modes of Travel Used on Entire Trip	
Own Auto/Truck	84%
Rental Car	15%
Camper/RV	2%
Ship/Boat	3%
Airplane	11%
Bus	5%
Train	5%
Motorcoach/Group Tour	6%

Other	1%
Motorcycle	1%
Primary Mode of Travel used on Entire Trip	
Own Auto/Truck	82%
Rental Car	10%
Camper/RV	
Ship/Boat	
Airplane	7%
Bus	
Train	
Motorcoach/Group Tour	
Motorcycle	
Other	Less than 0.5%
Total Nights Spent on Entire Trip	
0	6%
1	14%
2	21%
3	6%
4	10%
5	6%
6	8%
7	10%
8-13	11%
14+	8%
Mean:	6.3
Median:	4.0
Total Number of Nights at Lodging used anywhere in Virginia	
0	15%
1	13%
2	22%
3	12%
4	9%
5+	30%
Mean (2015):	4.4
Median (2015):	3.0
Mean (2016):	4.7
Median (2016):	2.0
Types of Lodging used anywhere in Virginia	

Hotel	49%
B&B	8%
Private Home	40%
Personal Second Home/Condo	2%
Rental Condo	5%
Rental Home	5%
Time Share	7%
RV/Tent	1%
Other	1%
Shared Economy Property (AirBnB, VRBO, etc)	1%

Top 15 brands of hotel stayed in the longest in Virginia

Best Western	11%
Holiday Inn	8%
Other	8%
Comfort Inns/Suites	7%
Courtyard by Marriott	6%
Extended Stay America	5%
Residence Inn by Marriott	5%
Holiday Inn Express	5%
Hilton Garden Inn	5%
Hilton Hotels & Resorts	5%
Embassy Suites	4%
Doubletree Hotels/Suites	3%
Econo Lodge	3%
Homewood Suites	3%
Park Hyatt	3%

Travel Party Spending

\$0	3%
\$1 to less than \$100	3%
\$100 to less than \$250	
\$250 to less than \$500	
\$500 to less than \$750	30%
\$750 to less than \$1000	17%
\$1000+	47%
Mean:	\$811
Median:	\$450

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

Average spent on Lodging	28%
Average spent on food/beverage/dining (excluding groceries)	21%

Average spent on groceries	5%
Average spent on entertainment (excluding gaming)/admissions	7%
Average spent on (casino) gaming	1%
Average spent on shopping/gifts/souvenirs	9%
Average spent on amenities (golf fees,spa,health club,ski passes,etc)	1%
Average spent on other	2%
Average spent on transportation to get to state	16%
Average spent on transportation within state	3%
Average spent on gasoline within state	6%
Average spent on parking/tolls within state	1%

****Note: The questionnaire spending categories changed in Q3 2013.**

General activities/attractions visited in Virginia

Arts and Culture	
Art galleries	15%
Historic sites/churches	29%
Museums	22%
Musical theater	5%
Old homes/mansions	16%
Symphony/opera/concert	1%
Theater/drama	6%
Native American ruins/Rock art	
Local/folk arts/crafts	10%
Musical performance/show	6%
Adventure Sports	
Hang gliding/ Skydiving/ Base jumping	1%
Hiking/ Backpacking/ Canyoneering	7%
Rock/mountain climbing	2%
Scuba diving/snorkeling	1%
Skiing/snowboarding	1%
Water skiing	1%
Whitewater rafting/ Kayaking/ Canoeing/ Paddleboarding	3%
Mountain biking	1%
Sports and Recreation	
Biking /Road biking/ Cycling	1%
Fishing	1%
Golf	1%
Horseback riding	1%
Hunting	1%
Sports events - Major/ Professional	2%
Motor boat/Jet ski	2%
Motor sports - NASCAR/Indy	1%
Sailing	4%
Snowmobiling	1%

Snow sports other than skiing or snowmobiling	
Tennis	
ATV/Four-wheeling	1%
Horseracing	1%
Sports events - Youth/ Amateur/ Collegiate/ Other (spectator)	2%
Sports events - Youth/ Amateur/ Collegiate/ Other (participant)	
<u>Nature/Outdoor Activities</u>	
Beach	15%
Bird watching	2%
Camping	3%
Caverns	5%
Gardens	12%
Nature travel/ecotouring	3%
Wildlife viewing	5%
Farms/ Ranches/ Agri-tours	4%
Other nature (photography, rockhound, etc)	7%
State park/Monuments/ Recreation areas	14%
National park/Monuments/ Recreation areas	15%
<u>Entertainment/Amusement</u>	
Casino/gaming	2%
Fine dining	22%
Nightclub/dancing	5%
Shopping	33%
Spa/health club	4%
Special events/Festivals (e.g., Mardi Gras, hot air balloon races)	4%
Theme park/ Amusement park/ Water park	6%
Wine tasting/winery tour	64%
Rodeo/State fair	Less than 0.5%
Craft breweries	44%
Distilleries	11%
<u>Family Activities</u>	
Family reunion	9%
High School/College reunion	3%
Visiting friends	26%
Visiting relatives	20%
<u>Sightseeing</u>	
Rural sightseeing	23%
Urban sightseeing	14%
Area where a TV show or movie was filmed	3%
Satisfaction with experience in Virginia	
Not At all Satisfied	
Not Very Satisfied	
Somewhat Satisfied	7%

Very Satisfied	34%
Extremely Satisfied	59%
Advance planning time - considered visiting Virginia	
Less than 2 weeks before the visit	19%
Within 2 weeks-4 weeks of visit	15%
At least 1 month, but less than 3 months before the visit	24%
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	16%
More than a year before the visit	9%
Advanced planning time - decided to visit Virginia	
Less than 2 weeks before the visit	27%
Within 2 weeks-4 weeks of visit	17%
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	15%
At least 6 months, but less than 1 year before the visit	14%
More than a year before the visit	4%
Planning information sources for Virginia	
Offline Sources	
Friends/relatives	38%
Own experience	43%
Travel Agent (in person or by phone)	
Travel book	5%
Newspaper	5%
Magazine	5%
TV	6%
Radio	2%
Destination printed material	6%
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%
Online Sources	
Online full service travel website (Expedia, Travelocity, etc.)	7%
Corporate desktop travel tool/Intranet	2%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	2%
Travel provider website (airline, hotel, rental car, cruise, tour)	9%
Travel club (AAA)	14%
Other online planning sources(s)	1%
Destination website (official site of state, city or attraction)	21%
Pinterest	3%

Facebook	16%
Instagram	2%
Twitter	4%
Travel review sites (TripAdvisor, Yelp, etc.)	12%
Yahoo Trip Planner	1%
VibeAgent	
Mobile Web Browsing	5%
Search engines (Google, Bing, Yahoo, etc.)	22%
MySpace	
Blogs	3%
Online forums	Less than 0.5%
Other mobile sites	
<u>Other</u>	
Someone else planned for me and I don't know the method	2%
Other social/commercial networking sources	Less than 0.5%
No plans were made for this destination	16%
Booking methods used for Virginia	
<u>Offline Methods</u>	
Travel Agent	3%
Directly with travel provider in person/phone	9%
Travel club (e.g. AAA)	10%
Corporate travel department	2%
Directly with destination or attraction (tourist/visitor center etc.) in person or by phone	15%
Other 'offline' booking method	Less than 0.5%
<u>Online Methods</u>	
Corporate desktop travel tool/intranet	2%
Travel provider website (airline, hotel, rental car, cruise, tour)	11%
Destination website	14%
Online travel agency (Expedia, Travelocity, etc.)	16%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1%
Some other online booking method	3%
<u>Other</u>	
Someone else booked for me and I don't know the method	9%
No bookings were made for this destination	41%
Top 10 other states visited for leisure in the past 12 months	
Virginia	79%
Washington D.C	44%
North Carolina	33%
Maryland	32%
Pennsylvania	29%
New York	29%

Florida	28%
New Jersey	21%
Georgia	20%
South Carolina	20%

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

Washington, DC (Hagerstown)	22%
Norfolk-Portsmouth-Newport News	7%
New York	7%
Philadelphia	6%
Greenville-Spartanburg-Asheville-Anderson	5%
Raleigh-Durham (Fayetteville)	4%
Baltimore	4%
Pittsburgh	3%
Boston (Manchester)	3%
Richmond-Petersburg	3%

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

Virginia	32%
North Carolina	11%
Maryland	10%
New Jersey	8%
Pennsylvania	7%
Massachusetts	5%
California	4%
Florida	4%
New York	3%
North Dakota	2%

Ethnicity of household head

White	90%
Black/African American	6%
Asian or Pacific Islander	1%
American Indian, Aleut Eskimo	2%
Other	1%

Hispanic origin of household head

Yes	7%
No	93%

Household size

1	19%
2	45%
3	16%
4	10%
5+	10%

Age of respondent

18-24	7%
25-34	32%
35-44	19%
45-54	8%
55-64	19%
65+	15%
Mean:	44
Median:	39

Marital status

Now married	55%
Never married	32%
Divorced, Widowed, Separated	13%

Respondent education

Grade School	
Some High School	1%
Graduated High School	8%
Some College - no degree	11%
Graduated College - Associate's degree (2 year)	16%
Graduated College - Bachelor's degree (4 year)	44%
Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS, etc	20%

Annual household income

Under \$10,000	2%
\$10,000-\$14,999	1%
\$15,000-\$19,999	3%
\$20,000-\$24,999	3%
\$25,000-\$29,999	4%
\$30,000-\$34,999	2%
\$35,000-\$39,999	4%
\$40,000-\$49,999	5%
\$50,000-\$59,999	5%
\$60,000-\$74,999	13%
\$75,000-\$99,999	20%
\$100,000-\$124,999	13%

\$125,000-\$149,999	11%
\$150,000-\$199,999	11%
\$200,000	3%
Mean:	\$91,770
Median:	\$87,500

Top 15 States visited on the same trip

Virginia	100%
North Carolina	15%
West Virginia	13%
Washington DC.	11%
Maryland	9%
South Carolina	8%
Pennsylvania	7%
Tennessee	7%
Georgia	6%
Kentucky	5%
Delaware	5%
New Jersey	4%
Florida	4%
South Dakota	4%
Ohio	3%

Top 10 Other states plan to visit for leisure in the next 2 years

Virginia	44%
Maryland	33%
Florida	30%
New York	27%
California	25%
Washington D.C	25%
North Carolina	22%
South Carolina	20%
Tennessee	17%
Pennsylvania	17%

