

VIRGINIA IS FOR LOVERS

Wine Related Virginia Travel Profile

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 including a 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 +/-7.28.

Two year Sample Size (N)	All
Weighted Percent of Total	175
	100% (n=168)
Primary purpose of trip	
Visit friends/relatives	42%
Outdoor recreation	7%
Entertainment/Sightseeing	26%
Other pleasure/personal	14%
Personal business	1%
Business - Convention/Tradeshow	
Business - Conference/Seminar	1%
Employee Training/Seminar	1%
Client or Customer Meeting/Service	2%
Internal Business Meeting	2%
Sales/Marketing	
Incentive/Reward	
Internal Operations/Equipment Repair or Service	
Any Other General Business	2%
Other	3%
All Purposes of Trip	
Visit friends/relatives	62%
Outdoor recreation	44%
Entertainment/Sightseeing	63%
Other pleasure/personal	53%
Personal business	7%
Employee Training/Seminar	7%
Client or Customer Meeting/Service	9%
Internal Business Meeting	10%
Sales/Marketing	7%
Incentive/Reward	9%

Internal Operations/Equipment Repair or Service	6%
Any Other General Business	11%
Business - Convention/Tradeshow	7%
Business - Conference/Seminar	6%
Other	8%
Month of Travel	
July	11%
August	12%
September	10%
October	9%
November	9%
December	8%
January	5%
February	6%
March	7%
April	8%
May	8%
June	6%
Total travel party size	
1	15%
2	45%
3	11%
4	16%
5+	13%
Mean:	2.9
Median:	2.0
Travel party members under 18 years old	
Travel parties that include children under 18	25%
All Modes of Travel Used on Entire Trip	
Own Auto/Truck	87%
Rental Car	17%
Camper/RV	4%
Ship/Boat	8%
Airplane	13%
Bus	4%
Train	5%
Motorcoach/Group Tour	4%
Other	1%
Motorcycle	3%

Primary Mode of Travel used on Entire Trip	
Own Auto/Truck	80%
Rental Car	6%
Camper/RV	1%
Ship/Boat	3%
Airplane	8%
Bus	
Train	
Motorcoach/Group Tour	
Motorcycle	1%
Other	1%
Total Nights Spent on Entire Trip	
0	8%
1	10%
2	21%
3	8%
4	9%
5	7%
6	8%
7	10%
8-13	10%
14+	10%
Mean:	6.3
Median:	4.0
Total Number of Nights at Lodging used anywhere in Virginia	
0	17%
1	11%
2	20%
3	13%
4	8%
5+	32%
Mean (2014-2015):	4.6
Median (2014-2015):	3.0
Mean (2016):	5.5
Median (2016):	2.0
Types of Lodging used anywhere in Virginia	
Hotel	44%
B&B	10%
Private Home	32%

Personal Second Home/Condo	4%
Rental Condo	7%
Rental Home	7%
Time Share	12%
RV/Tent	2%
Other	4%
Shared Economy Property (AirBnB, VRBO, etc)	1%
Top 15 brands of hotel stayed in the longest in Virginia	
Marriott Hotels/Resorts/Suites	15%
Other	8%
Residence Inn by Marriott	8%
Hilton Garden Inn	7%
Holiday Inn	6%
Homewood Suites	6%
Best Western	5%
Econo Lodge	5%
Courtyard by Marriott	5%
Extended Stay America ***	5%
Hilton Hotels & Resorts	5%
Embassy Suites	4%
Holiday Inn Express	3%
Hampton Inns/Suites	3%
La Quinta Inns	3%
Travel Party Spending	
\$0	Less than 0.5%
\$1 to less than \$100	
\$100 to less than \$250	
\$250 to less than \$500	2%
\$500 to less than \$750	37%
\$750 to less than \$1000	15%
\$1000+	46%
Mean:	\$838
Median:	\$580
Traveler Spending in Virginia (Percentage of Total Spending by Category)**	
Average spent on Lodging	24%
Average spent on food/beverage/dining (excluding groceries)	21%
Average spent on groceries	5%
Average spent on entertainment (excluding gaming)/admissions	9%
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	14%
Average spent on transportation within state	4%
Average spent on gasoline within state	7%
Average spent on parking/tolls within state	2%
**Note: The questionnaire spending categories changed in Q3 2013.	
General activities/attractions visited in Virginia	
<u>Arts and Culture</u>	
Art galleries	15%
Historic sites/churches	37%
Museums	24%
Musical theater	4%
Old homes/mansions	21%
Symphony/opera/concert	2%
Theater/drama	8%
Native American ruins/Rock art	1%
Local/folk arts/crafts	14%
Musical performance/show	10%
<u>Adventure Sports</u>	
Hang gliding/ Skydiving/ Base jumping	1%
Hiking/ Backpacking/ Canyoneering	11%
Rock/mountain climbing	1%
Scuba diving/snorkeling	1%
Skiing/snowboarding	2%
Water skiing	2%
Whitewater rafting/ Kayaking/ Canoeing/ Paddleboarding	3%
Mountain biking	3%
<u>Sports and Recreation</u>	
Biking /Road biking/ Cycling	2%
Fishing	6%
Golf	6%
Horseback riding	5%
Hunting	2%
Sports events - Major/ Professional	3%
Motor boat/Jet ski	4%
Motor sports - NASCAR/Indy	1%
Sailing	5%
Snowmobiling	1%
Snow sports other than skiing or snowmobiling	1%
Tennis	3%
ATV/Four-wheeling	4%

Horseracing	1%
Sports events - Youth/ Amateur/ Collegiate/ Other (spectator)	2%
Sports events - Youth/ Amateur/ Collegiate/ Other (participant)	
<u>Nature/Outdoor Activities</u>	
Beach	16%
Bird watching	4%
Camping	4%
Caverns	6%
Gardens	16%
Nature travel/ecotouring	6%
Wildlife viewing	10%
Farms/ Ranches/ Agri-tours	3%
Other nature (photography, rockhound, etc)	7%
State park/Monuments/ Recreation areas	16%
National park/Monuments/ Recreation areas	24%
<u>Entertainment/Amusement</u>	
Casino/gaming	2%
Fine dining	31%
Nightclub/dancing	9%
Shopping	42%
Spa/health club	3%
Special events/Festivals (e.g., Mardi Gras, hot air balloon races)	4%
Theme park/ Amusement park/ Water park	11%
Wine tasting/winery tour	100%
Craft breweries	14%
Distilleries	7%
Rodeo/State fair	
<u>Family Activities</u>	
Family reunion	7%
High School/College reunion	1%
Visiting friends	19%
Visiting relatives	29%
<u>Sightseeing</u>	
Rural sightseeing	32%
Urban sightseeing	19%
Area where a TV show or movie was filmed *	1%
None of the above	
Satisfaction with experience in Virginia	
Not At all Satisfied	
Not Very Satisfied	
Somewhat Satisfied	6%
Very Satisfied	34%
Extremely Satisfied	60%

Advance planning time - considered visiting Virginia	
Less than 2 weeks before the visit	19%
Within 2 weeks-4 weeks of visit	9%
At least 1 month, but less than 3 months before the visit	30%
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	17%
More than a year before the visit	10%
Advanced planning time - decided to visit Virginia	
Less than 2 weeks before the visit	26%
Within 2 weeks-4 weeks of visit	19%
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	13%
At least 6 months, but less than 1 year before the visit	16%
More than a year before the visit	5%
Planning information sources for Virginia	
<u>Offline Sources</u>	
Friends/relatives	39%
Own experience	47%
Travel Agent (in person or by phone)	2%
Travel book	5%
Newspaper	3%
Magazine	3%
TV	4%
Radio	3%
Destination printed material	6%
Travel provider (airline, hotel, rental car, cruise, etc.) either in person or by phone	5%
Other 'offline' planning sources(s)	1%
Corporate travel department (in person or by phone)	
<u>Online Sources</u>	
Online full service travel website (Expedia, Travelocity, etc.)	10%
Corporate desktop travel tool/Intranet	1%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	3%
Travel provider website (airline, hotel, rental car, cruise, tour)	10%
Travel club (AAA)	12%
Other online planning sources(s)	3%
Destination website (official site of state, city or attraction)	28%
Pinterest	4%
Facebook	11%
Instagram	1%
Twitter	3%

Travel review sites (TripAdvisor, Yelp,etc.) Text Change Wv 109	10%
Yahoo Trip Planner	1%
VibeAgent	
Mobile Web Browsing	6%
Search engines (Google, Bing, Yahoo, etc.)	27%
MySpace	
Blogs	2%
Online forums	
Other mobile sites	
Other	
Someone else planned for me and I don't know the method	3%
Other social/commercial networking sources	1%
No plans were made for this destination	12%
Booking methods used for Virginia	
Offline Methods	
Travel Agent	1%
Directly with travel provider in person/phone	11%
Travel club (e.g. AAA)	8%
Corporate travel department	3%
Directly with destination or attraction (tourist/visitor center etc.) in person or by phone	17%
Other 'offline' booking method	1%
Online Methods	
Corporate desktop travel tool/intranet	3%
Travel provider website (airline, hotel, rental car, cruise, tour)	12%
Destination website	15%
Online travel agency (Expedia, Travelocity, etc.)	15%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1%
Some other online booking method	6%
Other	
Someone else booked for me and I don't know the method	8%
No bookings were made for this destination	34%
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	75%
Washington D.C	45%
Maryland	37%
North Carolina	33%
Florida	30%
New York	30%
Pennsylvania	30%
West Virginia	22%

New Jersey	22%
Georgia	21%
Travel party origin - Top 10 DMAs (Designated Marketing Areas) for the profiled travel segment	
Washington, DC (Hagerstown)	24%
New York	7%
Norfolk-Portsmouth-Newport News	6%
Baltimore	5%
Philadelphia	4%
Savannah	4%
Greensboro-High Point-Winston Salem	4%
Pittsburgh	3%
Raleigh-Durham (Fayetteville)	3%
Boston (Manchester)	2%
Travel party origin - Top 10 States for the profiled travel segment	
Virginia	24%
Maryland	13%
North Carolina	8%
Pennsylvania	8%
New Jersey	6%
Florida	5%
South Carolina	5%
Massachusetts	4%
Texas	3%
California	3%
Ethnicity of household head	
White	89%
Black/African American	6%
Asian or Pacific Islander	1%
American Indian, Aleut Eskimo	1%
Other	3%
No answer	1%
Hispanic origin of household head	
Yes	6%
No	93%
No answer	1%
Household size	

1	18%
2	44%
3	15%
4	9%
5+	14%
Age of respondent	
18-24	2%
25-34	25%
35-44	19%
45-54	14%
55-64	23%
65+	18%
Mean:	48
Median:	48
Marital status	
Now married	64%
Never married	22%
Divorced, Widowed, Separated	14%
No answer	
Respondent education	
Grade School	
Some High School	1%
Graduated High School	7%
Some College - no degree	13%
Graduated College - Associate's degree (2 year)	15%
Graduated College - Bachelor's degree (4 year)	38%
Post Graduate Degree - MS, MA, MBA, MD, DVM, PhD, DDS, etc	25%
No answer	1%
Annual household income	
Under \$10,000	1%
\$10,000-\$14,999	1%
\$15,000-\$19,999	3%
\$20,000-\$24,999	3%
\$25,000-\$29,999	1%
\$30,000-\$34,999	3%
\$35,000-\$39,999	2%
\$40,000-\$49,999	2%
\$50,000-\$59,999	4%
\$60,000-\$74,999	9%

\$75,000-\$99,999	25%
\$100,000-\$124,999	20%
\$125,000-\$149,999	11%
\$150,000-\$199,999	10%
\$200,000	4%
Mean:	\$100,000
Median:	\$88,000
Top 15 States visited on the same trip	
Virginia	100%
North Carolina	14%
Washington DC.	13%
West Virginia	13%
Maryland	11%
South Carolina	10%
Pennsylvania	7%
Georgia	7%
Tennessee	6%
Kentucky	6%
Florida	5%
Delaware	4%
New Jersey	4%
Ohio	3%
New York	3%
Top 10 Other states plan to visit for leisure in the next 2 years	
Virginia	45%
Maryland	36%
Florida	36%
New York	36%
Washington D.C	34%
North Carolina	28%
Pennsylvania	26%
South Carolina	22%
California	21%
West Virginia	17%