

DECEMBER 2020

# The Black Traveler

*Insights, Opportunities & Priorities*

**VIRGINIA REPORT**

**BLACK  
TRAVEL  
ALLIANCE**



**NCBMP**  
National Coalition of  
Black Meeting Professionals



**MM  
GY**  
Global



# Methodology

The following report includes results from Virginia's proprietary questions that were included in the Black Traveler Study. The Black Traveler study was based on a total Black leisure traveler sample of 3,635 from six countries: United States (n=1,631), Canada (n=500), France (n=501), Germany (n=503), and United Kingdom (U.K.)/Ireland (n=500). Data were collected online from October 1 through November 24, 2020. In order to qualify for the survey, respondents had to identify as Black American, Black African, Black Caribbean or Black Hispanic/LatinX and had to have taken a vacation in 2019, the most recent, normal travel year prior to COVID-19.

Data were weighted on the basis of sex and age. Income was not used due to the difficulty of getting authoritative information for the European nations. Although very detailed information is available for the U.S., those data were treated similarly to the other countries for the sake of consistency over all countries.





# Key Findings

- Nearly 2 in 5 U.S. Black travelers (36%) have visited Virginia as an adult, making it the second most visited state of the eight states included in the survey, behind Washington, D.C. (48%) and tied with North Carolina (36%).
- Around 1 in 10 Black travelers from other countries included in the study have visited Virginia as an adult, with more Canadian Black travelers having visited than European Black travelers.
- Of the states included in the survey, Washington, D.C. garners the most interest among Black travelers across all countries.
- Nearly 3 in 5 U.S. Black travelers indicate they would consider visiting Virginia for a leisure trip (57%). It ranks fourth on the list of eight states, behind D.C. (71%), North Carolina (60%), and Maryland (59%).
- The top reasons U.S. Black travelers would consider a vacation to Virginia include that it is affordable (35%), that it is welcoming (33%), its history (31%), that it is family-friendly (31%) and the beaches (30%). For Canadian and German Black travelers, Virginia's history and heritage is what is most appealing.





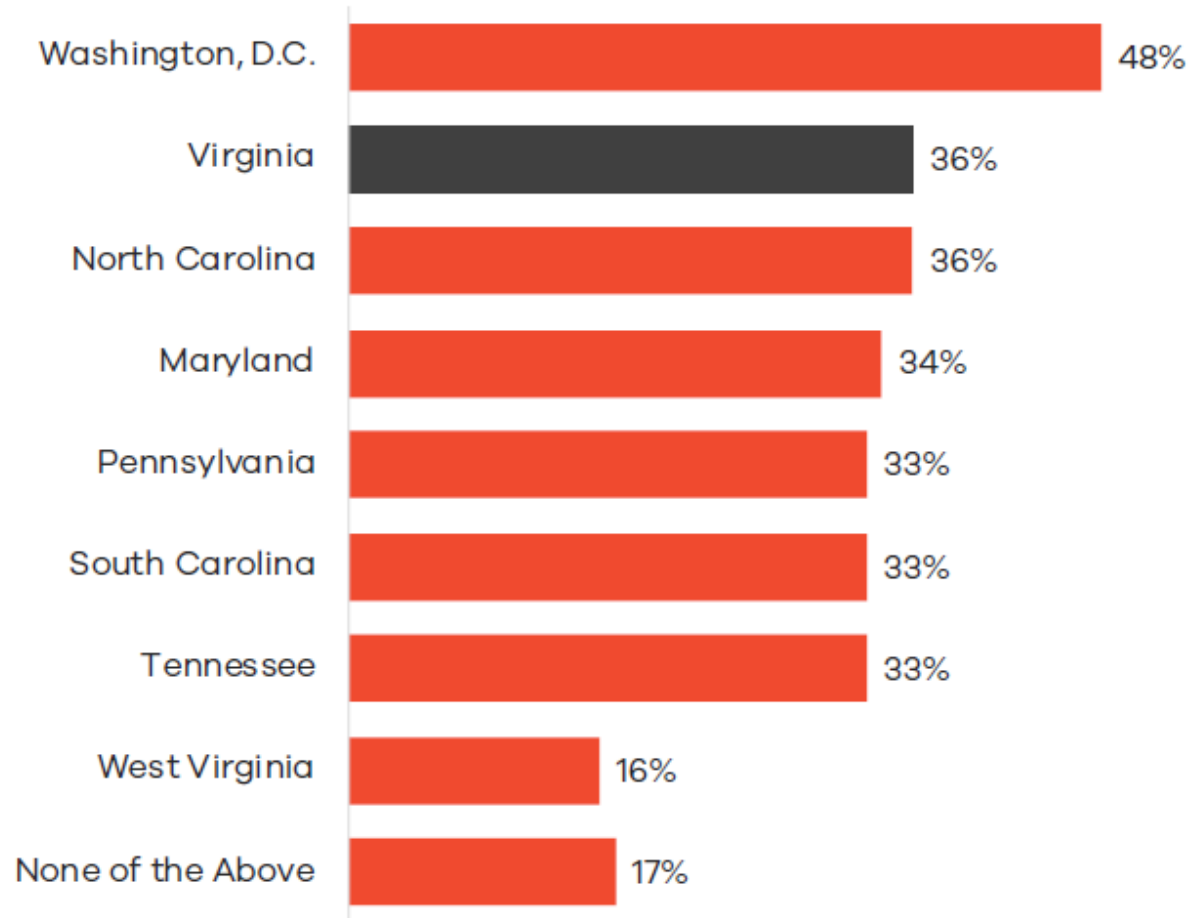
# Key Findings

- Additionally, the word “historic” was, by far, the top word associated with Virginia among Black travelers from all countries, indicating history is what people think about first when thinking about Virginia.
- The top reasons U.S. and Canadian Black travelers *would not* consider a vacation to Virginia are related to a lack of awareness: they don’t know what there is to do there (37%) or they don’t think there is anything to do there that interests them (32%). Perhaps not surprisingly, the distance to travel and costs associated are the main concerns among German and French Black travelers.
- Among U.S. Black travelers, there is not much differentiation among most of the states in terms of perceived safety. Tennessee (53%) and West Virginia (53%) rank the lowest, while all others are fairly similar—65% of U.S. Black travelers perceive Virginia to be safe.
- Among U.S. Black travelers who don’t perceive Virginia to be safe, half (52%) cite that they don’t feel like they would be welcomed or wanted, 43% cite COVID-19 as the reason. COVID-19 is the top safety concern for Canadian, French and German Black travelers.



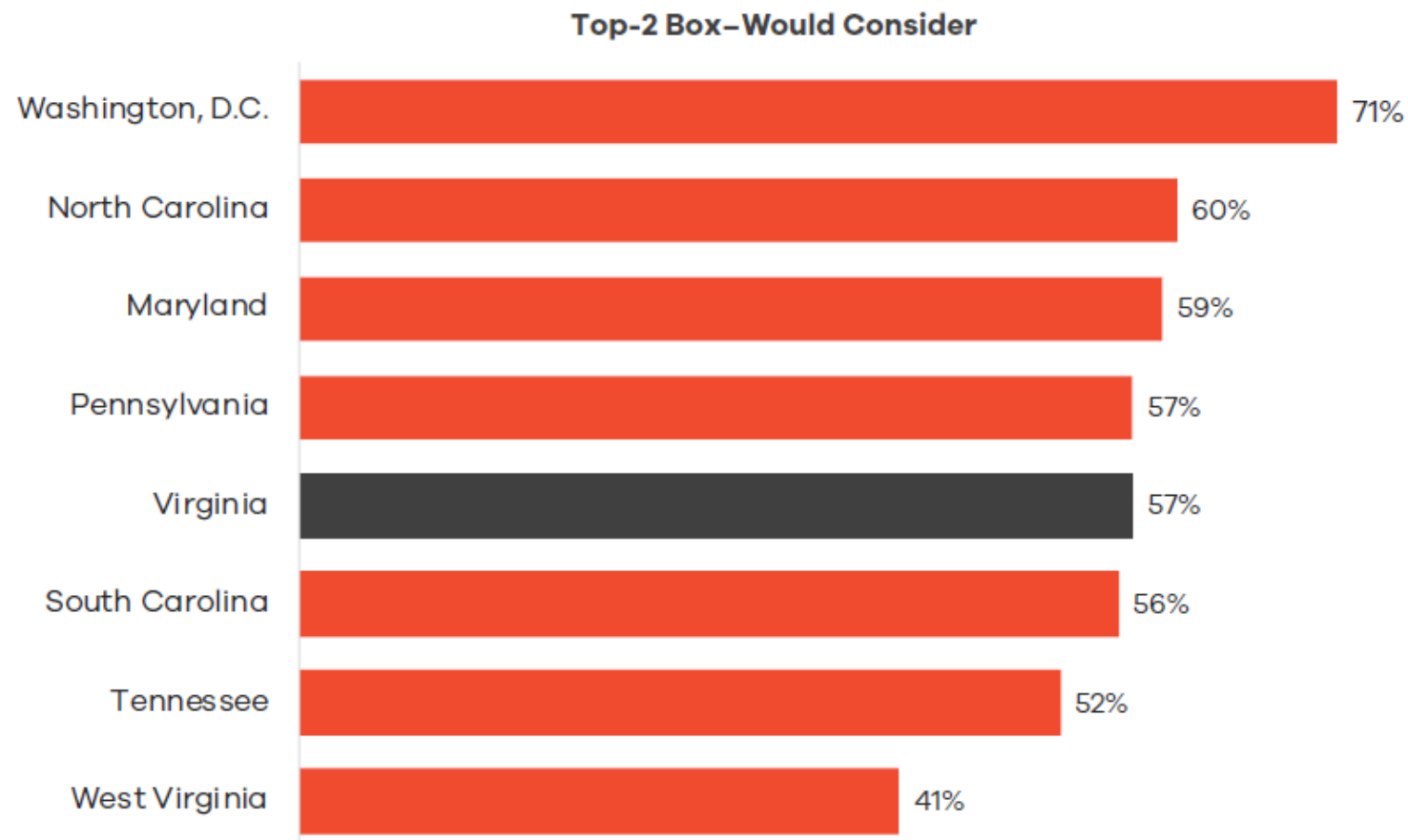
# States Visited For Leisure

## U.S. Black Travelers



# States Of Interest For A Leisure Trip

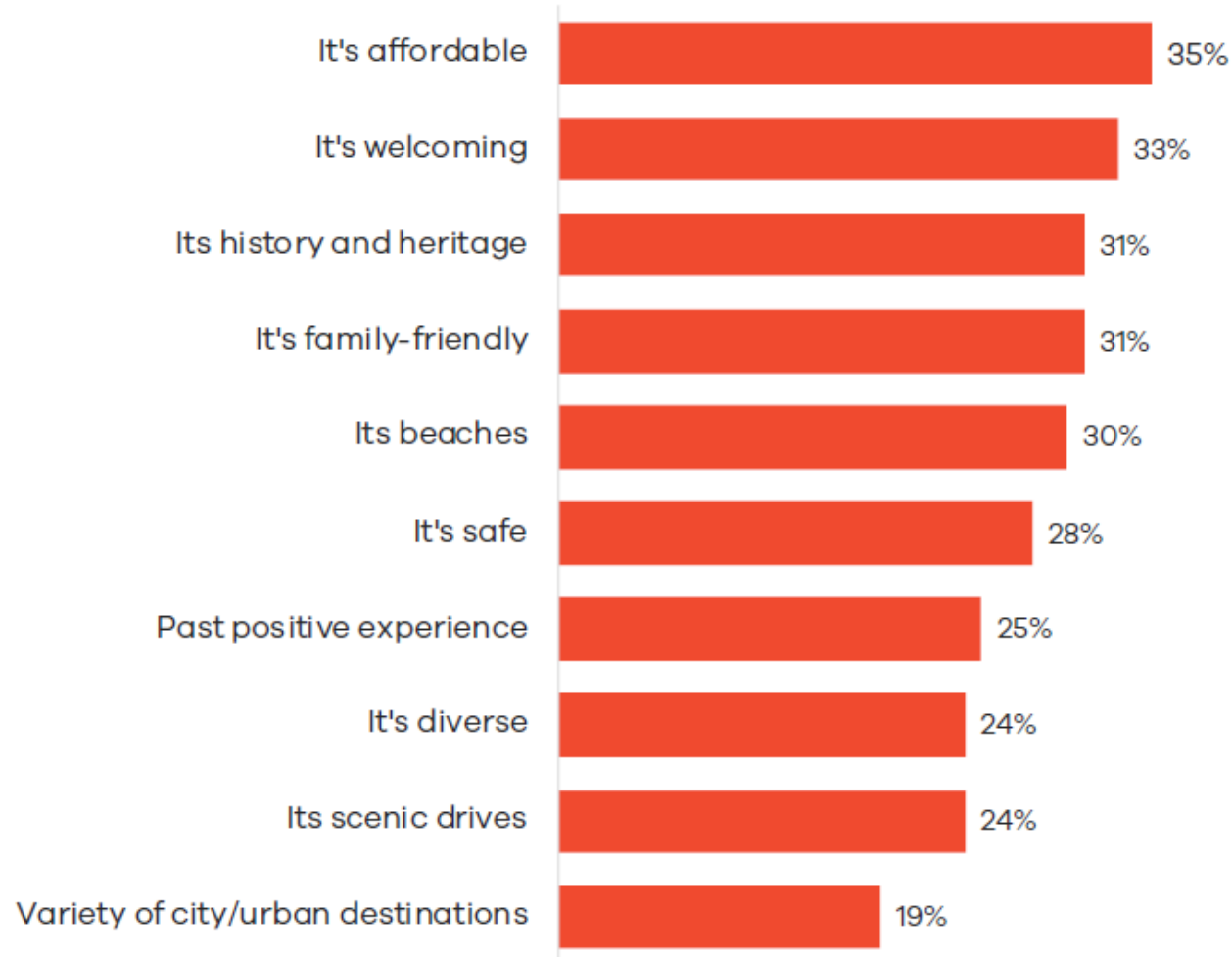
## U.S. Black Travelers



Using a scale of 1 (definitely would not consider) to 5 (definitely would consider), please indicate how likely you are to consider a leisure trip to each of the following states. Excludes "Unsure" responses. (n=1,631)

# Reasons For Considering A Leisure Trip to Virginia

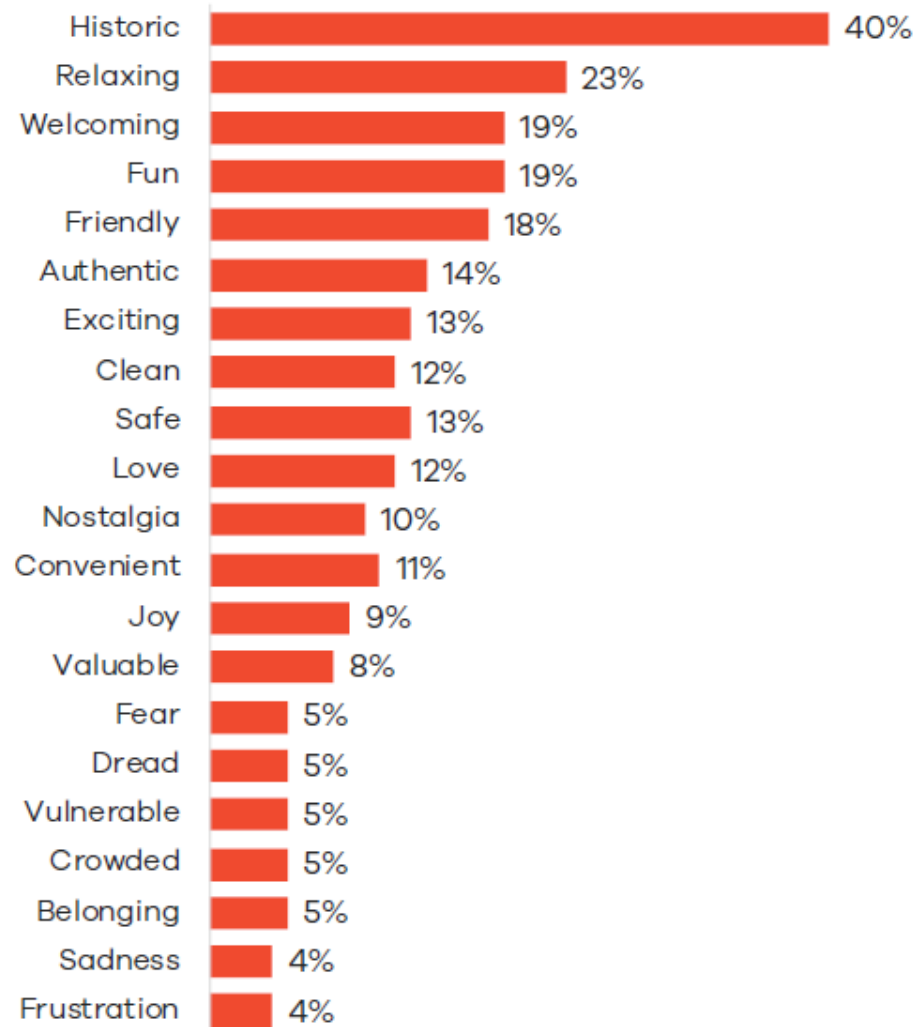
## U.S. Black Travelers – Top 10



Why would you consider a leisure trip to Virginia? (n=931)

# Top Words Used to Describe Virginia

## U.S. Black Travelers

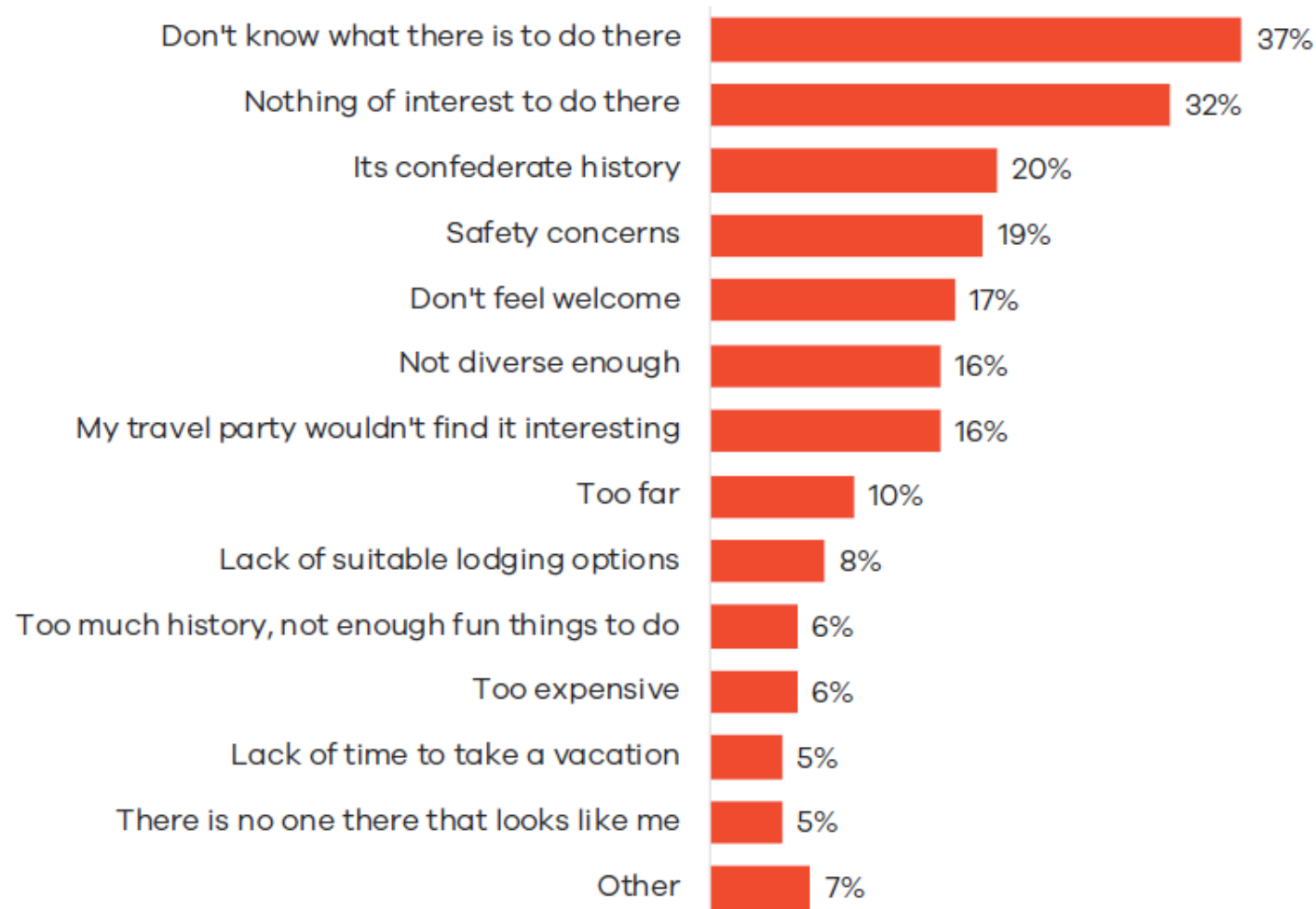


What three words most closely align with what comes to mind when you first think about Virginia? Please select up to three. (n=1,631)



# Reasons For Not Considering A Leisure Trip to Virginia

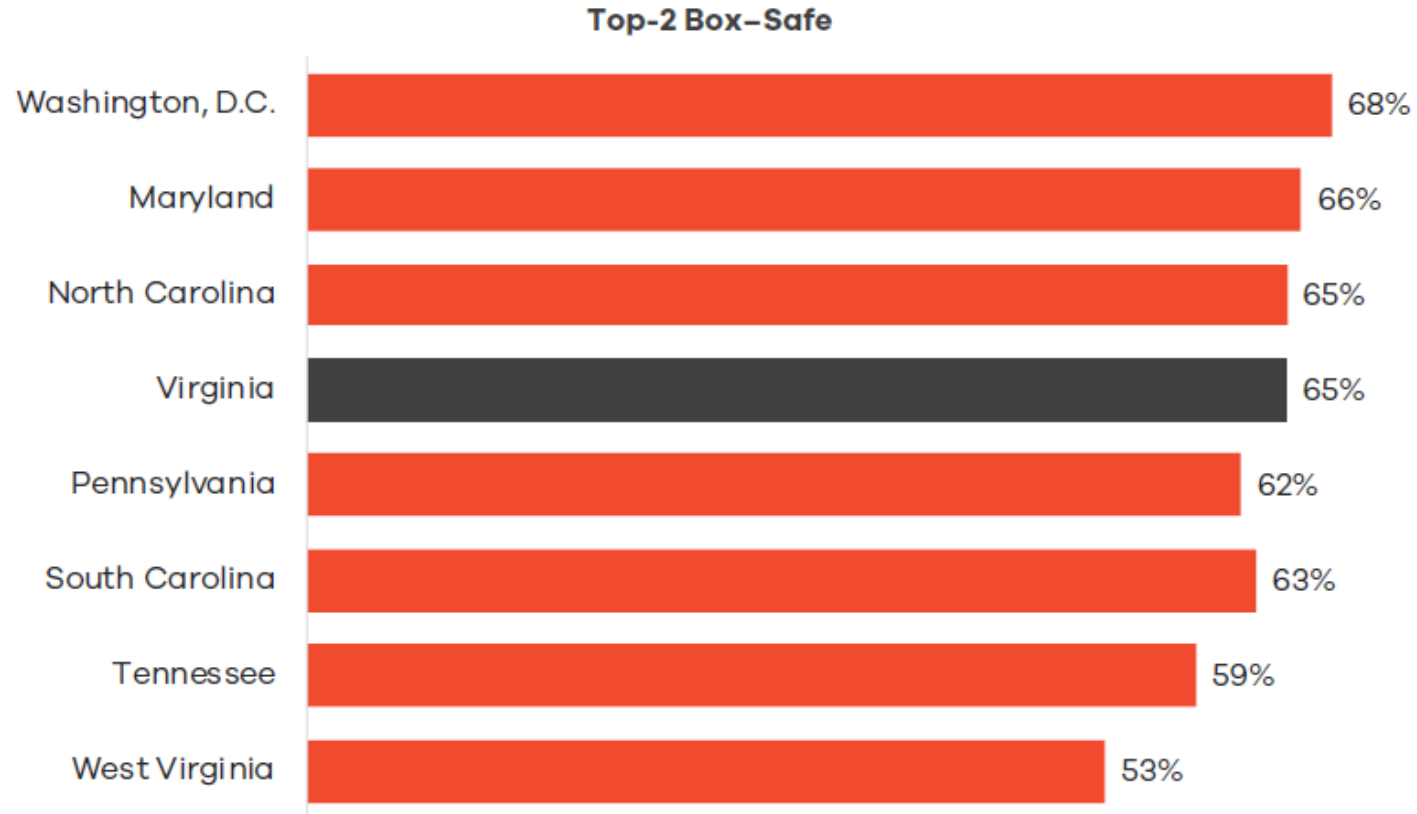
## U.S. Black Travelers



Why wouldn't you consider a leisure trip to Virginia? (n=300)

# Perceived Safety of Destinations

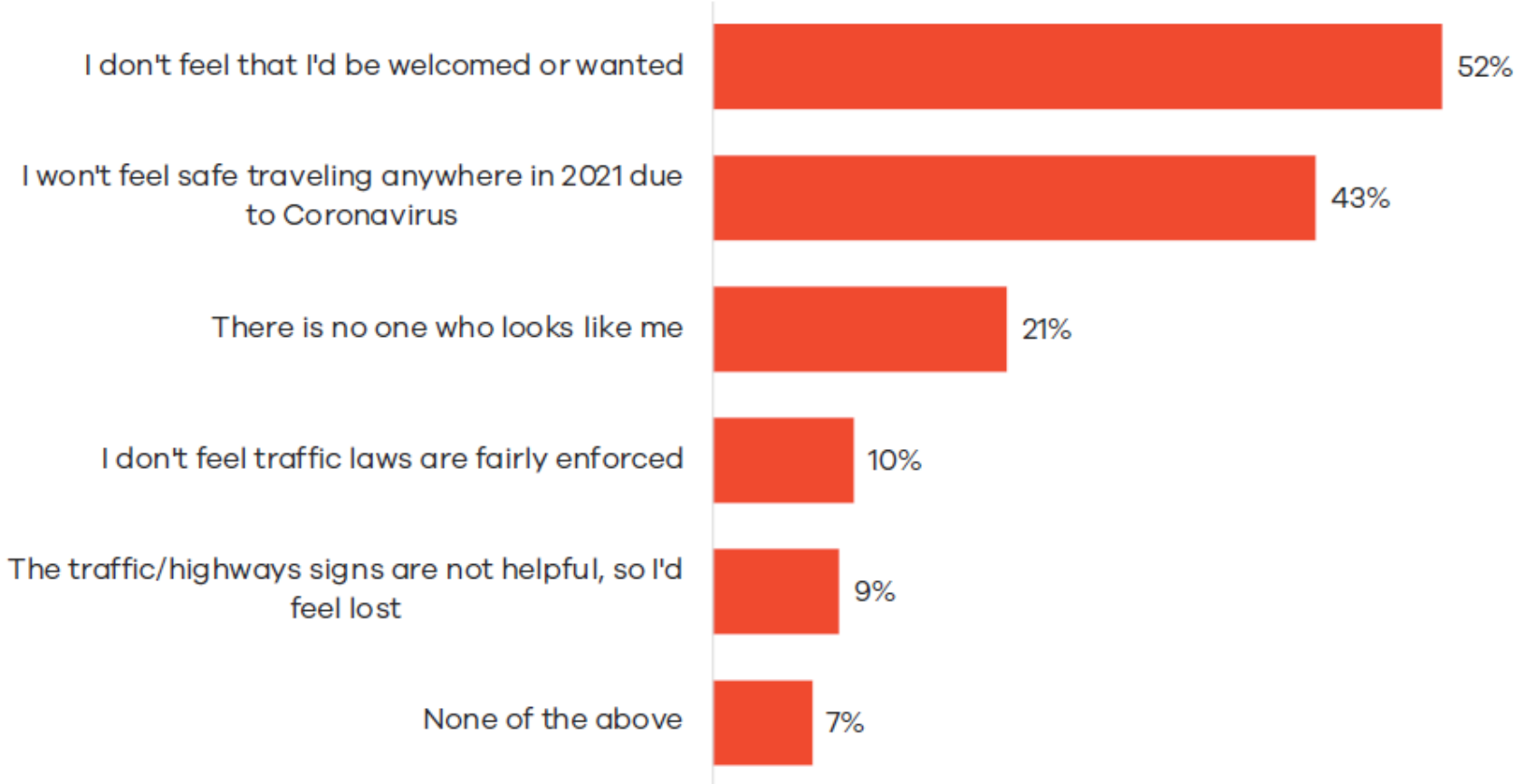
## U.S. Black Travelers



Using the scale of 1 (not at all safe) to 5 (extremely safe), please indicate how safe you think you'd feel traveling to each of the following states for a leisure trip in 2021. Excludes "Not sure" responses. (n=1,631)

# Reasons for Not Feeling Safe Traveling to Virginia

## North America Respondents



Why would you not feel safe traveling to Virginia? (n=205)

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