

VIRGINIA IS FOR LOVERS[®]

Northern Virginia Region Travel Profile

Source: VA Module of TNS TravelsAmerica, FY 2014

Household trips 50+ miles, one-way, away from home including day trips or with one or more nights away from home to **Northern Virginia Region** during **FY2014** - the localities are listed below.

	All
Sample Size (N)	527
Weighted Percent of Total	100% (n=565.13)
Primary purpose of Trip	
Visit friends/relatives	51%
Outdoor recreation	6%
Entertainment/Sightseeing	10%
Other pleasure/personal	10%
Personal business	5%
Business - Convention/tradeshow	1%
Business - Conference/seminar	2%
* Employee Training/Seminar	3%
* Client or Customer Meeting/Service	2%
* Internal Business Meeting	1%
* Sales/Marketing	1%
* Internal Operations/Equipment Repair or Service	1%
* All Other General Business	3%
Other	6%
All purposes of trip	
Q1A Visit friends/relatives - All purposes for trip	62%
Q1A Outdoor recreation - All purposes for trip	20%
Q1A Entertainment/Sightseeing - All purposes for trip	33%
Q1A Other pleasure/personal - All purposes for trip	30%
Q1A Personal business - All purposes for trip	8%
* Q1A Business - Employee Training/Seminar - All purposes for trip	5%
* Q1A Business - Client or Customer Meeting/Service - All purposes for trip	5%
* Q1A Business - Internal Business Meeting - All purposes for trip	3%
* Q1A Business - Sales/Marketing - All purposes for trip	3%

* Q1A Business - Incentive/Reward - All purposes for trip	2%
* Q1A Business - Internal Operations/Equipment Repair or Service - All purposes for trip	3%
* Q1A Business - Any Other General Business - All purposes for trip	6%
Q1A Business - Convention/Tradeshow - All purposes for trip	3%
Q1A Business - Conference/Seminar - All purposes for trip	4%
Q1A Other - All purposes for trip	9%
Month of Travel	
July	12%
August	10%
September	8%
October	8%
November	10%
December	10%
January	6%
February	5%
March	5%
April	4%
May	10%
June	12%
Holiday Travel	
VA1_1. Did your ... trip to Virginia include a holiday or a holiday weekend?	30%
Weekend Getaway	
VA2_1. Did this trip include a Friday night and/or a Saturday night in Virginia?	68%
Total Travel Party Size	
1	33%
2	39%
3	9%
4	10%
5	4%
6+	5%
Mean:	2.9
Median:	2
Age of Travel Party Members	

VA5_1_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - Under 6 years	5%
VA5_2_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 6 - 12	6%
VA5_3_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 13 - 17	6%
VA5_4_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 18 - 24	9%
VA5_5_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 25 - 34	15%
VA5_6_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 35 - 44	13%
VA5_7_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 45 - 54	16%
VA5_8_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 55 - 64	17%
VA5_9_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 65 and over	13%
Travel Party Members Under 18 Years Old	
Travel parties that include children under 18	16%
Modes of Travel Used on Entire Trip (all states visited)	
Q2A Own Auto/truck - All modes of transportation for trip	80%
Q2A Rental car- All modes of transportation for trip	12%
Q2A Camper/RV- All modes of transportation for trip	3%
Q2A Ship/Boat- All modes of transportation for trip	3%
Q2A Airplane- All modes of transportation for trip	18%
Q2A Bus - All modes of transportation for trip	3%
Q2A Train - All modes of transportation for trip	7%
Q2A Motorcoach/Group Tour - All modes of transportation for trip	3%
Q2A Other - All modes of transportation for trip	4%
Q2A Motorcycle - All modes of transportation for trip	2%
Primary Mode of Travel Used on Entire Trip	
Own Auto/truck	73%
Rental car	4%
Camper/RV	1%
Ship/Boat	1%
Airplane	15%
Bus	1%

Train	3%
Motorcoach/Group Tour	less than 0.5%
Other	2%
Total Nights Spent on Entire Trip	
0	16%
1	13%
2	15%
3	15%
4	8%
5	8%
6	3%
7	5%
8 through 13	9%
14+	7%
Mean:	4.3
Median:	3
Total Number of Nights at Lodging Used Anywhere in Virginia	
1	22%
2	23%
3	17%
4	8%
5+	30%
Mean:	4.1
Median:	3
Types of Lodging Used Anywhere in Virginia	
Q4F Number of nights spent in Hotel/Motel	41%
Q4F Number of nights spent in B&B	1%
Q4F Number of nights spent in Private Home	49%
Q4F Number of nights spent in Rental Condo	1%
Q4F Number of nights spent in Time Share	2%
Q4F Number of nights spent in RV/Tent	2%
Q4F Number of nights spent in Other	4%
Q4F Number of nights spent in Personal Second Home/Condo	less than 0.5%
Q4F Number of nights spent in Rental Home	2%
Top 15 Brands of Hotel Stayed in Longest in Virginia	
Other	10%
Best Western	10%
Marriott Hotels/Resorts/Suites	8%
Holiday Inn	8%
Hampton Inns/Suites	7%

Hilton Hotels & Resorts	6%
Days Inn	6%
Quality Inn & Suites	5%
Comfort Inns/Suites	4%
Hyatt Hotels	3%
Wyndham Hotels & Resorts	3%
Holiday Inn Express	3%
Embassy Suites	3%
Candlewood Suites	3%
Fairfield Inn	2%
Travel Party Spending	
\$0	4%
\$1 to less than \$100	24%
\$100 to less than \$250	23%
\$250 to less than \$500	23%
\$500 to less than \$750	8%
\$750 to less than \$1,000	6%
\$1000+	11%
Mean:	432.7
Median:	235
Traveler Spending in Virginia (Percentage of Total Spending By Category)**	
Q4G Total \$s spent on Lodging	8%
Q4G Total \$s spent on Food/Beverage/Dining (excluding groceries)	20%
Q4G Total \$s spent on Groceries	7%
Q4G Total \$s spent on Entertainment (excluding gaming)/Admissions	7%
Q4G Total \$s spent on (Casino) Gaming	less than 0.5%
Q4G Total \$s spent on Shopping/Gifts/Souvenirs	9%
Q4G Total \$s spent on Amenities (golf fees, spa, health club, ski passes, etc.)	1%
Q4G Total \$s spent on Other	1%
Q4G Total \$s spent on Transportation to State	17%
Q4G Total \$s spent on Transportation within state	7%
Q4G Total \$s spent on Gasoline within state	18%
Q4G Total \$s spent on Parking/Tolls within state	4%
**Note: The questionnaire spending categories changed in Q3 2013.	
General Activities / Attractions Visited in Virginia	
Arts & Culture	
Q4H Activities/Attractions Visited - Art galleries	3%

Q4H Activities/Attractions Visited - Historic sites/churches	16%
Q4H Activities/Attractions Visited - Museums	14%
Q4H Activities/Attractions Visited - Musical theater	1%
Q4H Activities/Attractions Visited - Old homes/mansions	8%
Q4H Activities/Attractions Visited - Symphony/opera/concert	1%
Q4H Activities/Attractions Visited - Theater/drama	4%
<u>Adventure Sports</u>	
Q4H Activities/Attractions Visited - Hang gliding/skydiving	less than 0.5%
Q4H Activities/Attractions Visited - Hiking/backpacking	4%
Q4H Activities/Attractions Visited - Rock/mountain climbing	1%
Q4H Activities/Attractions Visited - Scuba diving/snorkeling	less than 0.5%
Q4H Activities/Attractions Visited - Skiing/snowboarding (cross country or downhill)	less than 0.5%
Q4H Activities/Attractions Visited - Water skiing	1%
Q4H Activities/Attractions Visited - Whitewater rafting/kayaking	1%
<u>Sports & Recreation</u>	
Q4H Activities/Attractions Visited - Biking	1%
Q4H Activities/Attractions Visited - Fishing (Fresh/saltwater)	2%
Q4H Activities/Attractions Visited - Golf	2%
Q4H Activities/Attractions Visited - Horseback riding	1%
Q4H Activities/Attractions Visited - Hunting	less than 0.5%
Q4H Activities/Attractions Visited - Major sports event	1%
Q4H Activities/Attractions Visited - Motor boat/Jet Ski	1%
Q4H Activities/Attractions Visited - Motor sports - NASCAR/Indy	less than 0.5%
Q4H Activities/Attractions Visited - Sailing	less than 0.5%
Q4H Activities/Attractions Visited - Snowmobiling	less than 0.5%
Q4H Activities/Attractions Visited - Snow sports other than skiing or snowmobiling	less than 0.5%
Q4H Activities/Attractions Visited - Tennis	less than 0.5%
Q4H Activities/Attractions Visited - Youth/amateur/collegiate sporting events	1%
<u>Nature / Outdoor Activities</u>	
Q4H Activities/Attractions Visited - Beach	7%
Q4H Activities/Attractions Visited - Bird watching	1%
Q4H Activities/Attractions Visited - Camping	2%
Q4H Activities/Attractions Visited - Caverns	3%
Q4H Activities/Attractions Visited - Gardens	5%
Q4H Activities/Attractions Visited - Nature travel/ecotouring	3%
Q4H Activities/Attractions Visited - State/National Park	14%
Q4H Activities/Attractions Visited - Wildlife viewing	4%
<u>Entertainment / Amusement</u>	
Q4H Activities/Attractions Visited - Casino/gaming	1%
Q4H Activities/Attractions Visited - Fine dining	14%
Q4H Activities/Attractions Visited - Nightclub/dancing	2%

Q4H Activities/Attractions Visited - Shopping	21%
Q4H Activities/Attractions Visited - Spa/health club	1%
Q4H Activities/Attractions Visited - Special events/Festivals (e.g., Mardi Gras, hot air balloon)	4%
Q4H Activities/Attractions Visited - Theme park	4%
Q4H Activities/Attractions Visited - Wine tasting/winery tour	7%
Q4H Activities/Attractions Visited - Zoos	4%
Q4H Activities/Attractions Visited - Craft breweries	3%
Family Activities	
Q4H Activities/Attractions Visited - Family reunion	4%
Q4H Activities/Attractions Visited - High School/College reunion	less than 0.5%
Q4H Activities/Attractions Visited - Visiting friends	17%
Q4H Activities/Attractions Visited - Visiting relatives	36%
Sightseeing	
Q4H Activities/Attractions Visited - Rural sightseeing	12%
Q4H Activities/Attractions Visited - Urban sightseeing	12%
Q4H Activities/Attractions Visited - Area where TV or movie was filmed	1%
Top 25 Most Frequently Visited Cities in Virginia	
Washington, DC	37%
Alexandria	21%
Fairfax	21%
Fredericksburg	20%
Arlington	17%
Richmond	16%
Manassas	12%
Leesburg	11%
Virginia Beach	10%
Falls Church	9%
Roanoke	9%
Charlottesville	9%
Williamsburg	7%
Harrisonburg	7%
Norfolk	7%
Winchester	7%
Front Royal	6%
Blacksburg	6%
Culpeper	5%
Warrenton	5%
Cumberland Gap	5%
Lynchburg	4%
Newport News	4%

Chesapeake	4%
Petersburg	4%

Top 25 Virginia Attractions Most Frequently Visited by Travelers

Tyson's Corner Mall (Northern Virginia)	10%
Blue Ridge Parkway (Blue Ridge Highlands)	9%
Shenandoah National Park (Shenandoah Valley)	8%
Chesapeake Bay Bridge-Tunnel (Eastern Shore)	8%
Blue Ridge Parkway (Shenandoah Valley)	8%
Skyline Drive (Northern Virginia)	7%
George Washington Memorial Parkway (Northern Virginia)	7%
Arlington National Cemetery (Northern Virginia)	7%
Blue Ridge Parkway (Northern Virginia)	6%
Potomac Mills Mall (Northern Virginia)	6%
Appalachian Trail (Heart of Appalachia)	6%
Mount Vernon (Northern Virginia)	6%
Colonial Williamsburg (Hampton Roads)	5%
Manassas National Battlefield Park (Northern Virginia)	5%
Skyline Drive (Shenandoah Valley)	5%
Civil War Trail (Heart of Appalachia)	5%
Luray Caverns (Shenandoah Valley)	4%
Busch Gardens (Hampton Roads)	4%
Appalachian Trail (Blue Ridge Highlands)	4%
Blue Ridge Parkway (Central Virginia)	4%
Appalachian Trail (Shenandoah Valley)	4%
Fredericksburg & Spotsylvania National Military Park (Northern Virginia)	4%
Civil War Trail (Blue Ridge Highlands)	4%
Civil War Trail (Northern Virginia)	3%
Civil War Trail (Shenandoah Valley)	3%

Satisfaction With Experience in Virginia

Not very satisfied	1%
Somewhat satisfied	8%
Very satisfied	41%
Extremely satisfied	50%

Advance Planning Time - Considered Visiting Virginia

Less than 2 weeks before the visit	27%
Within 2 weeks - 4 weeks of visit	15%
At least 1 month, but less than 3 months before the visit	22%
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	14%

More than a year before the visit	7%
Advance Planning Time - Decided to Visit Virginia	
Less than 2 weeks before the visit	36%
Within 2 weeks - 4 weeks of visit	19%
At least 1 month, but less than 3 months before the visit	19%
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	11%
More than a year before the visit	3%
Planning Information Sources for Virginia	
<u>Offline Sources</u>	
Friends/relatives	28%
Own experience	35%
Travel agent (in person or by phone)	2%
Corporate travel department (in person or by phone)	1%
Travel club (e.g. AAA)	5%
Travel book	3%
Newspaper	less than 0.5%
Magazine	2%
TV	2%
Radio	1%
Destination printed material	4%
Travel provider (airline, hotel, rental car cruise, etc.) either in person or by phone	2%
Other offline planning sources	2%
<u>Online Sources</u>	
Corporate desktop travel tool/intranet	1%
Online full service travel website (Expedia, Travelocity, etc.)	7%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1%
Travel provider website (airline, hotel, rental car, cruise, tour)	8%
Other online planning sources	3%
Destination website	11%
MySpace	less than 0.5%
Facebook	4%
LinkedIn	less than 0.5%
Match.com	less than 0.5%
Twitter.com	1%
Blogs	less than 0.5%
TripAdvisor	4%
Yahoo Trip Planner	1%
VibeAgent	less than 0.5%
Other social/commercial networking sources (Specify)	1%

iPhone	7%
Mobile Web Browsing	3%
Other mobile sites	less than 0.5%
Other	
Someone else planned for me and I don't know the method	6%
No plans were made for this destination	22%
Booking Methods Used for Virginia	
Offline Methods	
Travel agent (in person or by phone)	2%
Directly with travel provider (airline, hotel, rental car, cruise, etc.) either in person/phone	4%
Travel club (e.g. AAA)	2%
Corporate travel department (in person or by phone)	3%
Directly with destination or attraction (tourist/visitor center, etc.) in person or by phone	5%
Some other offline booking method	1%
Online Methods	
Corporate desktop travel tool/internet	3%
Travel provider website (airline, hotel, rental car, cruise, tour)	11%
Destination website (official site of state, city or attraction)	6%
Online full service travel website (Expedia, Travelocity, etc.)	8%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1%
Some other online booking method	1%
Other	
Someone else booked for me and I don't know the method	10%
No bookings were made for this destination	50%
Unsure, I just used link from social/commercial networking or mobile source (such as MySpace, Facebook, Trip Advisor, etc.)	2%
Top 10 Other States Visited for Leisure in Past 12 Months	
Washington D.C.	48%
Maryland	31%
Pennsylvania	24%
North Carolina	20%
Florida	19%
New York	17%
New Jersey	17%
West Virginia	16%
Georgia	13%
South Carolina	12%
Travel Party Origin - Top 10 DMAs (Designated Marketing Areas) for the	

profiled travel segment

Washington, DC (Hagerstown)	17%
Baltimore	7%
New York	6%
Richmond-Petersburg	6%
Norfolk-Portsmouth-Newport News	5%
Roanoke-Lynchburg	5%
Philadelphia	3%
Raleigh-Durham (Fayetteville)	3%
Chicago	2%
Harrisonburg	2%

Travel Party Origin - Top 10 States for the profiled travel segment

Virginia	31%
Maryland	11%
Pennsylvania	6%
North Carolina	5%
New York	5%
New Jersey	4%
Ohio	3%
South Carolina	3%
Florida	3%
Illinois	3%

Ethnicity of Household Head

No Answer	2%
White	85%
Black/African-American	7%
Asian or Pacific Islander	3%
American Indian, Aleut Eskimo	less than 0.5%
Other	3%

Hispanic Origin of Household Head

No Answer	4%
Spanish/Hispanic	3%
Not Spanish/Hispanic	93%

Household Size

1	29%
2	38%
3	13%
4	13%
5+	7%

Age of Respondent

Age of respondent

18-24	8%
25-34	21%
35-44	15%
45-54	17%
55-64	21%
65+	17%
Mean:	47.1

Marital Status

Now married	54%
Never married	24%
Divorced, Widowed, Separated	22%

Respondent Education

No answer	less than 0.5%
Some High School	1%
Graduated High School	9%
Some college - no degree	18%
Graduated college - Associate's degree (2 year)	11%
Graduated college - Bachelor's degree (4 year)	38%
Post Graduate degree - MS, MA, MBA, DVM, Ph.D., DDS, etc.	24%

Annual Household Income

Under \$10,000	4%
\$10,000 - \$14,999	3%
\$15,000 - \$19,999	4%
\$20,000 - \$24,999	4%
\$25,000 - \$29,999	3%
\$30,000 - \$34,999	5%
\$35,000 - \$39,999	4%
\$40,000 - \$49,999	6%
\$50,000 - \$59,999	8%
\$60,000 - \$74,999	12%
\$75,000 - \$99,999	17%
\$100,000 - \$124,999	14%
\$125,000 - \$149,999	7%
\$150,000 - \$199,999	6%
\$200,000+	4%

Most Recent Trip to Virginia

2013	58%
2014	42%

Top 15 States Visited on Same Trip

Top 15 States Visited on Same Trip	
Virginia	52%
Washington D.C.	9%
Maryland	6%
Pennsylvania	4%
West Virginia	4%
North Carolina	3%
South Carolina	2%
New York	2%
New Jersey	2%
Georgia	2%
Ohio	2%
Florida	1%
Tennessee	1%
Alabama	1%
Kentucky	1%
Top 10 Other States Plan to Visit for Leisure in Next 2 Years	
Virginia	10%
Washington D.C.	7%
Florida	7%
New York	5%
North Carolina	5%
California	4%
Maryland	4%
Pennsylvania	4%
None	3%
South Carolina	3%

Cities

Alexandria
Arlington
Culpeper
Fairfax
Falls Church
Fredericksburg
Leesburg
Manassas
Warrenton
Washington, DC

Attractions

Appalachian Trail

Arlington National Cemetery
Blue Ridge Parkway
Civil War Life – The Soldiers’ Museum
Civil War Trail
George Washington’s Ferry Farm
Great Waves Water Park
Fredericksburg & Spotsylvania National Military Park
George Washington Memorial Parkway
Gunston Hall
Historic Kenmore
Lake Anna
Leesylvania State Park
Loudoun Museum
Manassas National Battlefield Park
Mason Neck State Park
Mount Vernon
National Air & Space Museum – Udvar Hazy Center at Dulles
National Museum of the Marine Corps.
Prince William Forest Park
Potomac Mills Mall
Sky Meadows State Park
Skyline Drive
Torpedo Factory Art Center
Tyson’s Corner Mall
Wolf Trap National Park for the Performing Arts