



WEST  
VIRGINIA™

2018 Visitor Research

# About Longwoods International

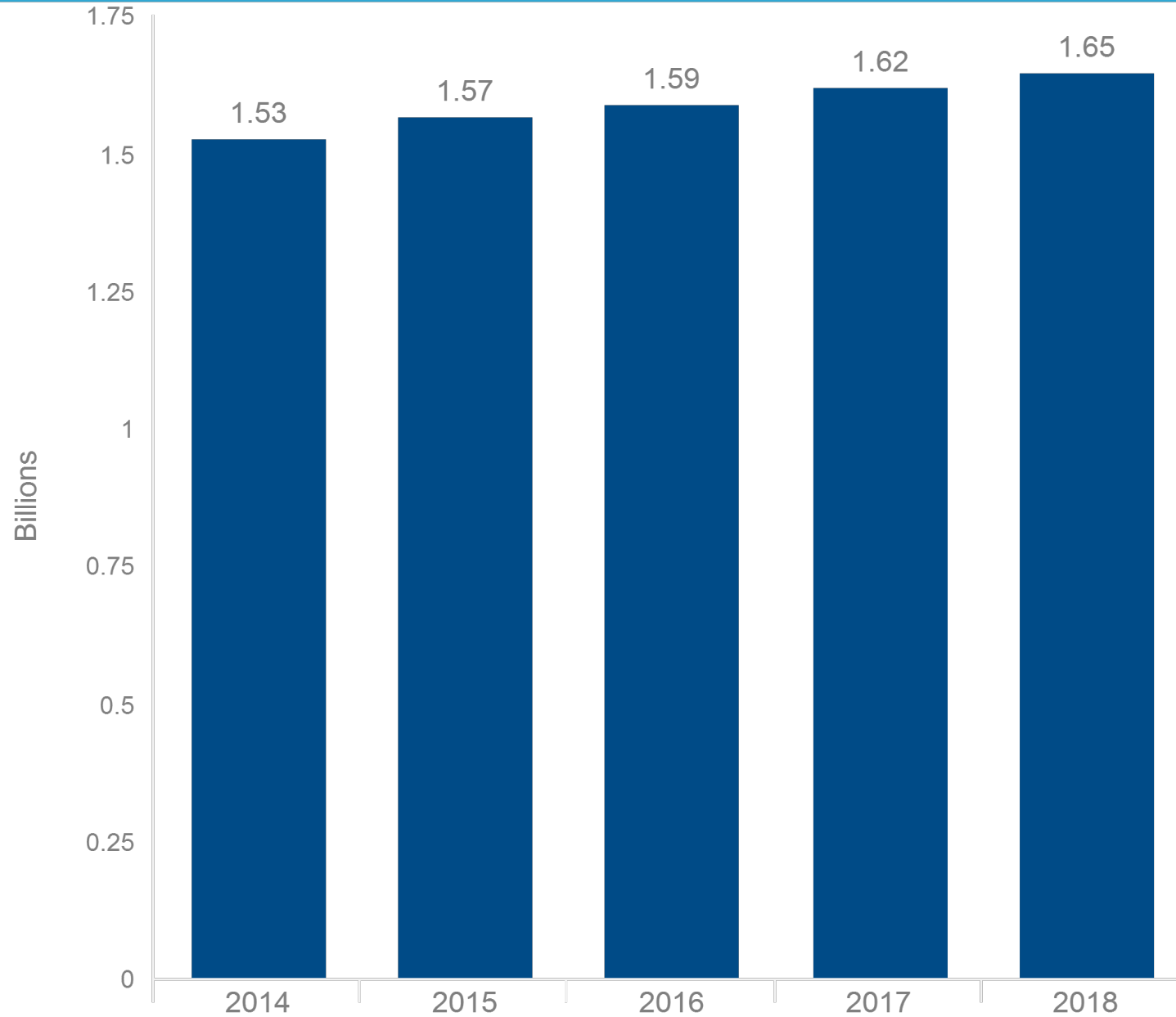


- Established in 1978 as consultancy-focused research company
- Tourism since 1985
- Travel USA<sup>®</sup> since 1990

➤ Longwoods **Travel USA<sup>®</sup>** is now the largest survey of U.S. travel behavior, yielding an in-tab sample of over 325,000 person trips. The sample is selected and weighted to be representative of the U.S. adult population.

# Total Size of U.S. Overnight Travel Market

Base: 2018 Overnight Person-Trips



**+1.9%**

# Total Size of U.S. Overnight Travel Market

Base: 2018 Overnight Person-Trips



|                              |     |
|------------------------------|-----|
| ■ Visiting friends/relatives | 41% |
| ■ Marketable Trips           | 45% |
| ■ Business-Leisure Trips     | 4%  |
| ■ Business trips             | 11% |



- **75% Day**
- **25% Overnight**

## Main Purpose of Trip



42%

Visiting friends/ relatives



10%

Touring



9%

Outdoors



7%

Special event



7%

Casino



5%

City trip



3%

Resort



1%

Golf Trip



3%

Conference/  
Convention



6%

Other business trip



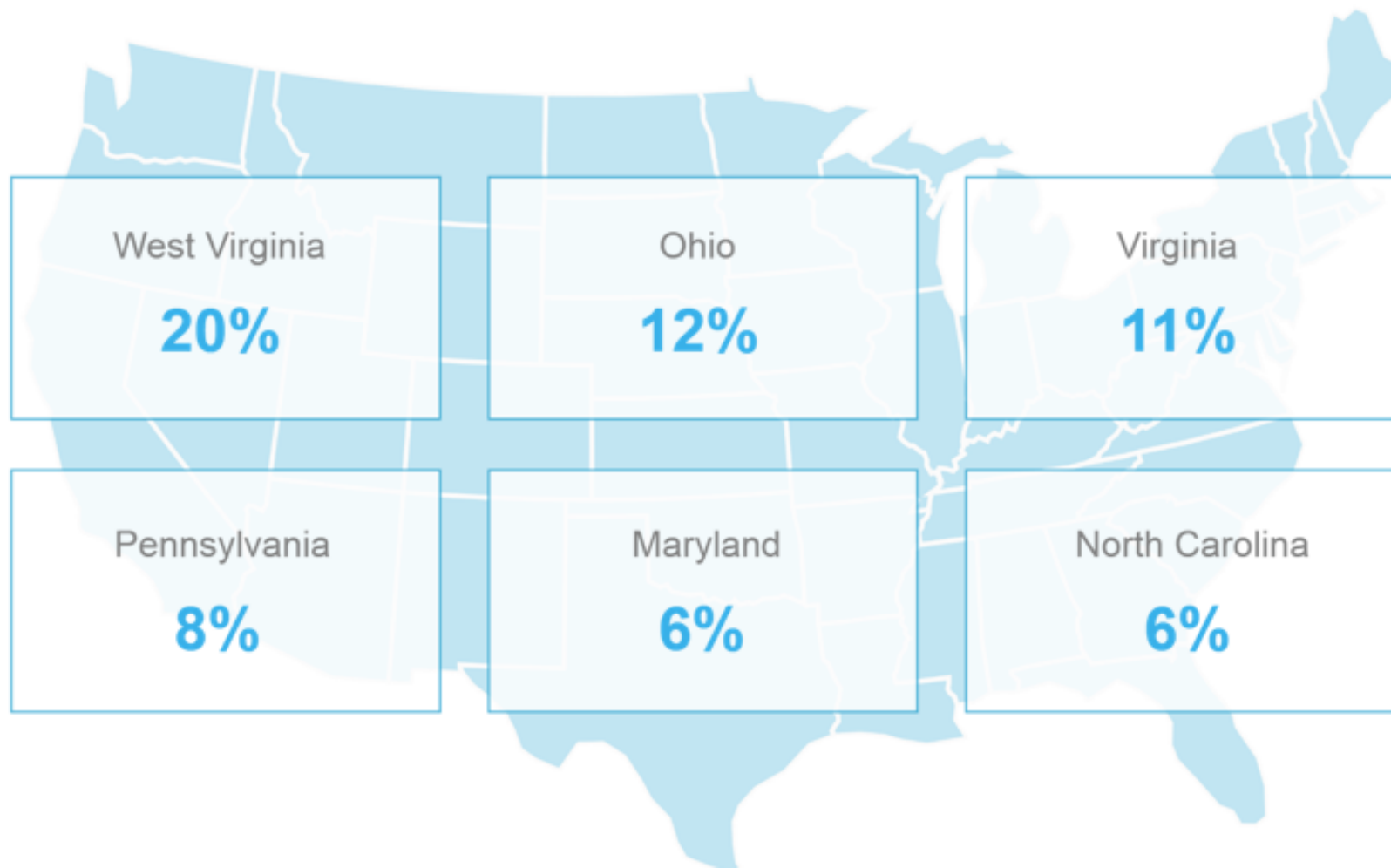
4%

Business-Leisure

- **VFR is the main motivator for travel overall**
- **Marketable trips can be influenced**

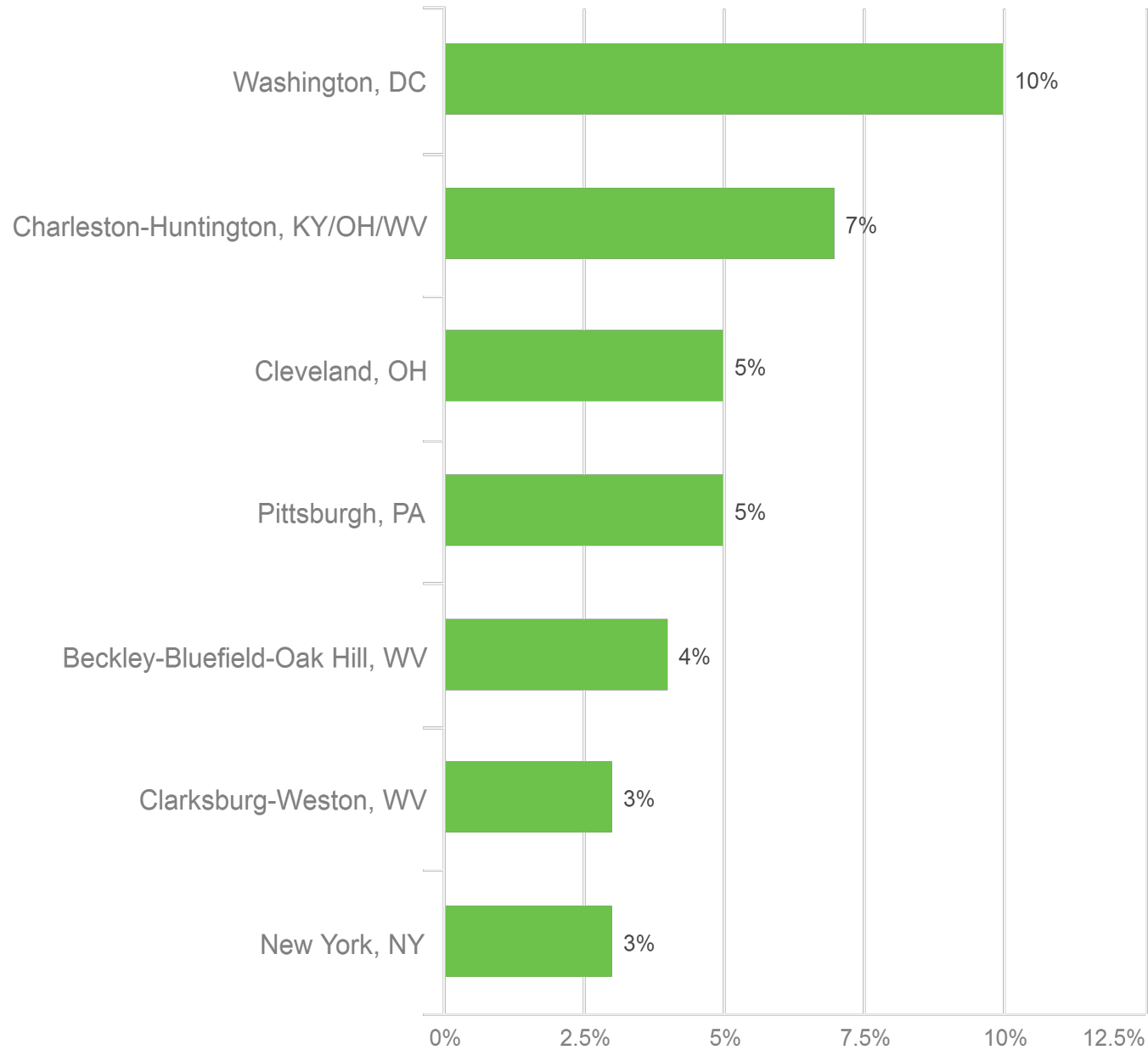
# Overnight Travel State of Origin

Base: 2018 Overnight Person-Trips



# Overnight Travel DMA of Origin

Base: 2018 Overnight Person-Trips





## Main Purpose of Trip


 **31%**  
Visiting friends/ relatives


 **15%**  
Touring

 **10%**  
Shopping

 **10%**  
Outdoors

 **9%**  
Casino

 **7%**  
Special event

 **3%**  
Theme park

 **3%**  
City trip



**2%**  
Conference/  
Convention



**5%**  
Other business trip

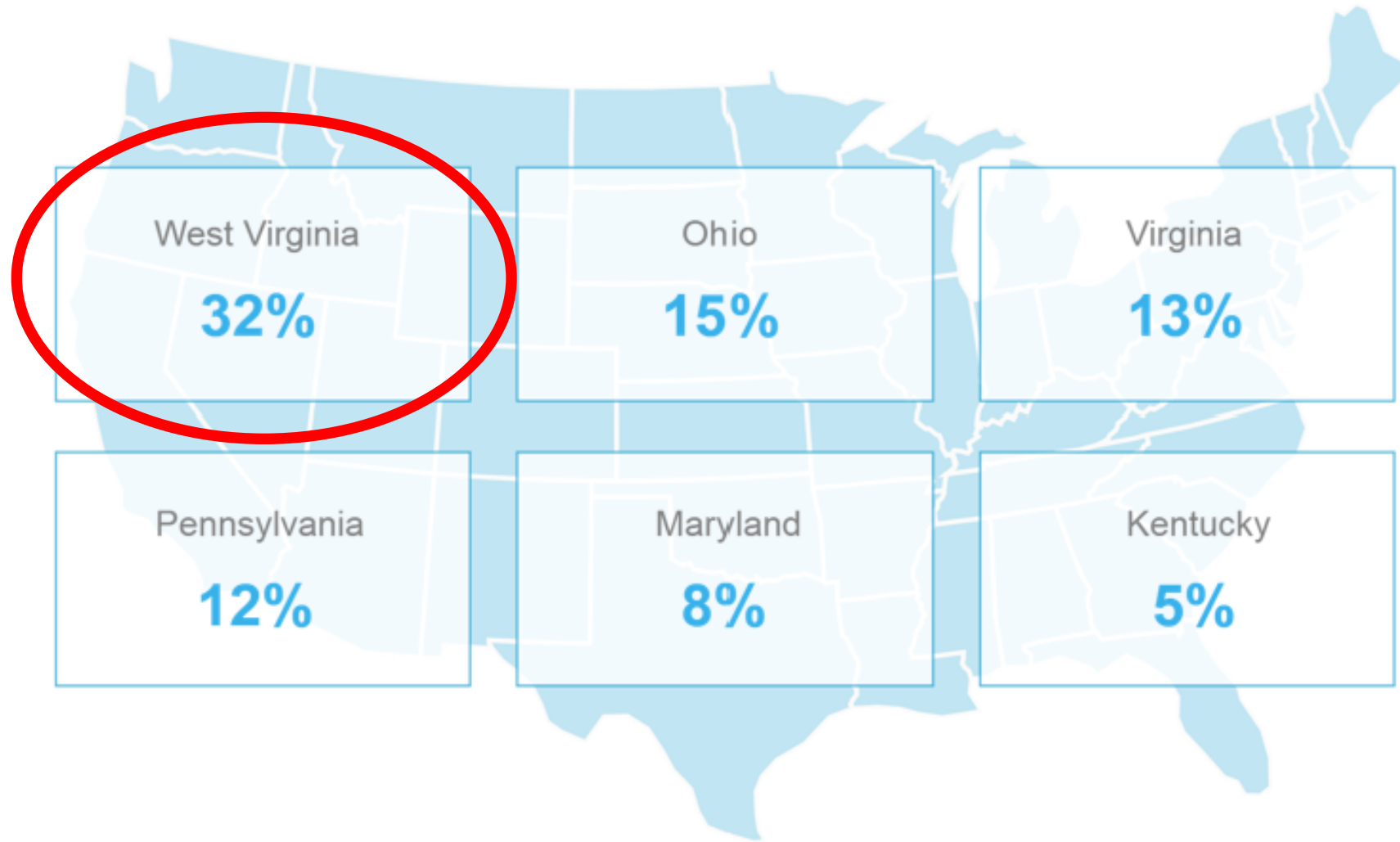


**3%**  
Business-Leisure

- **VFR is still the main reason for travel but its down 11% compared to overnight trips**
- **Touring and Shopping make up more day trips**

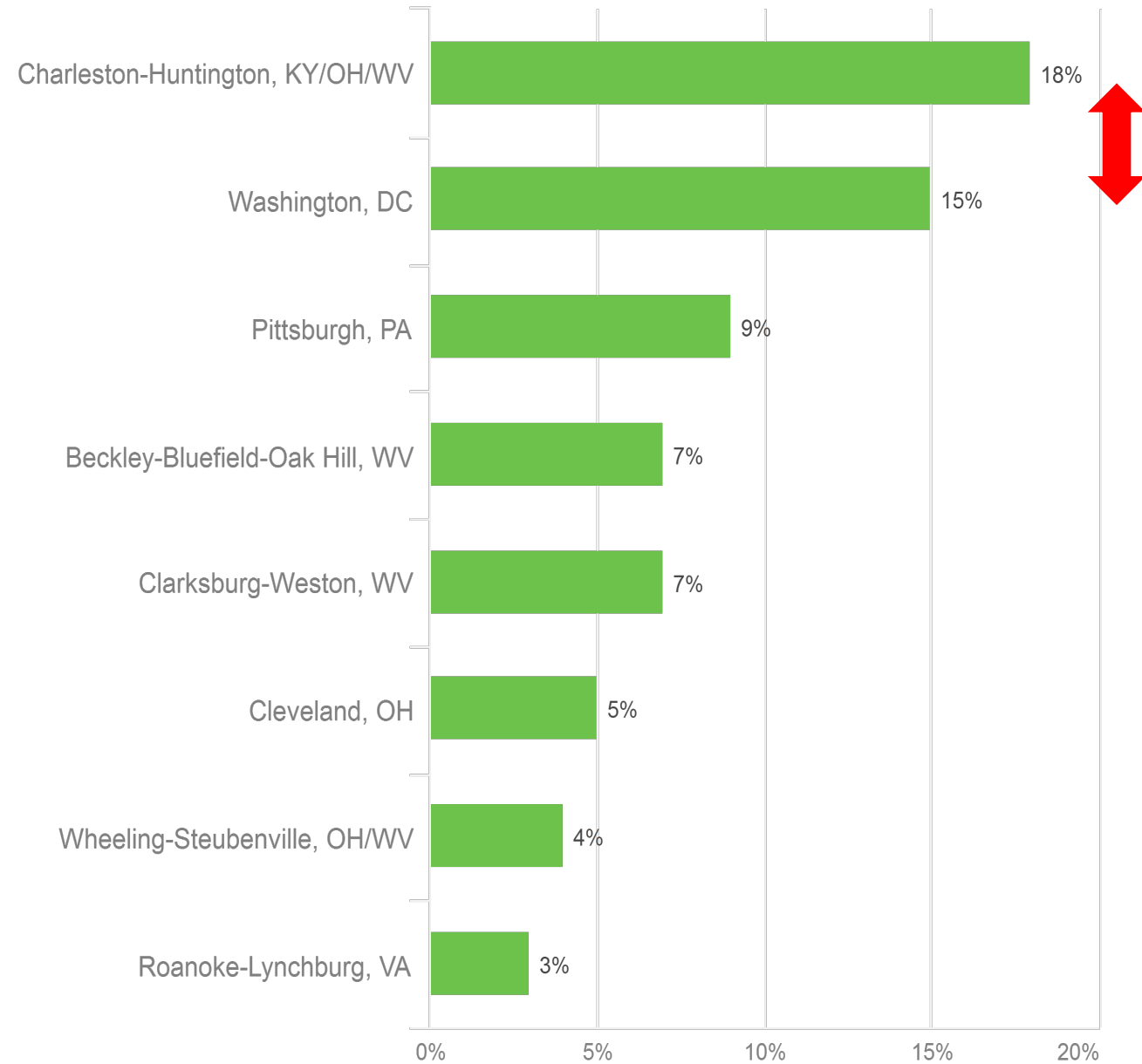
# Day Travel State of Origin

Base: 2018 Day Person-Trips



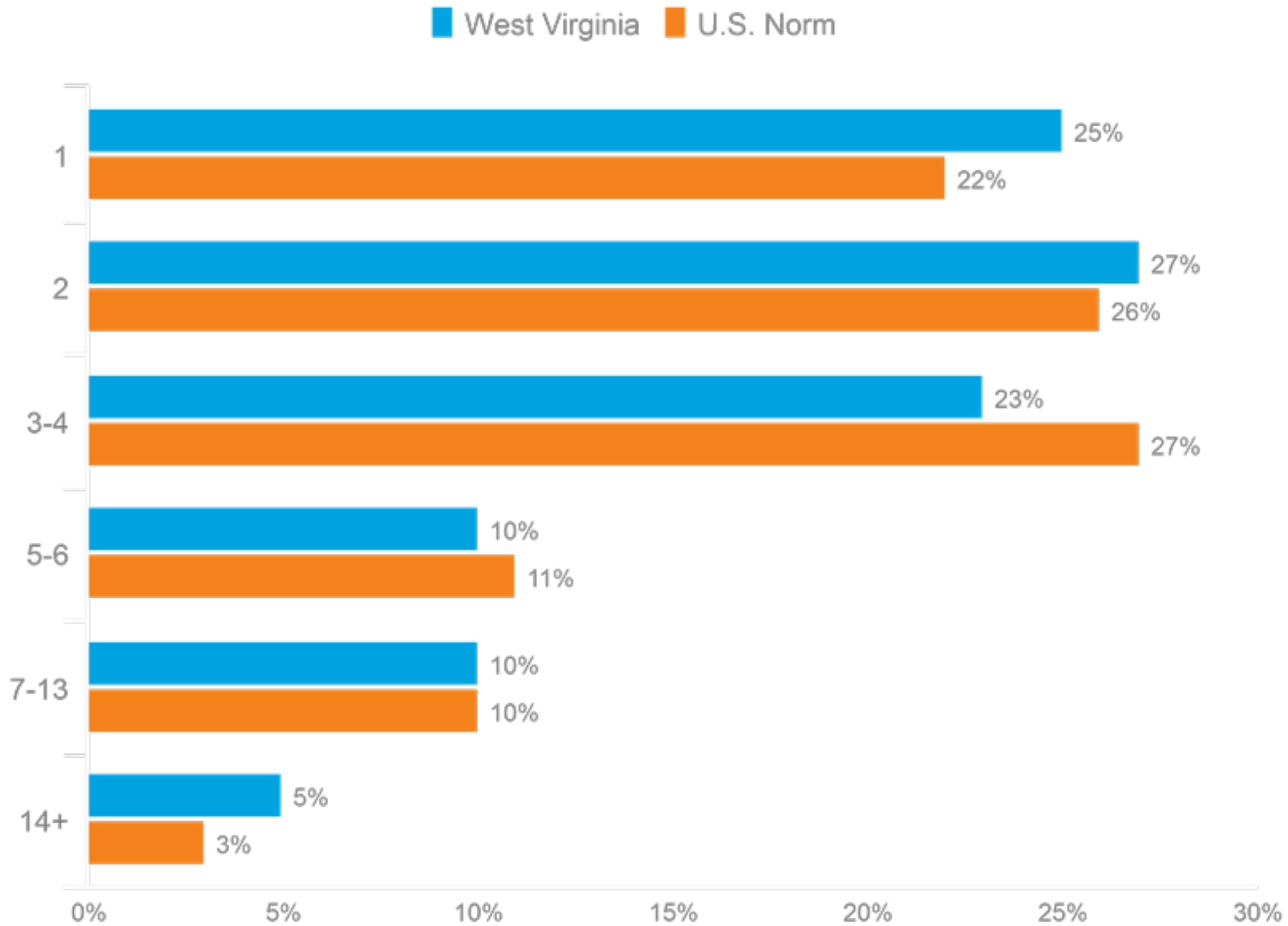
# Day Travel DMA of Origin

Base: 2018 Day Person-Trips



# Overnight Travel: Total Nights Away

Base: 2018 Overnight Person-Trips



West Virginia

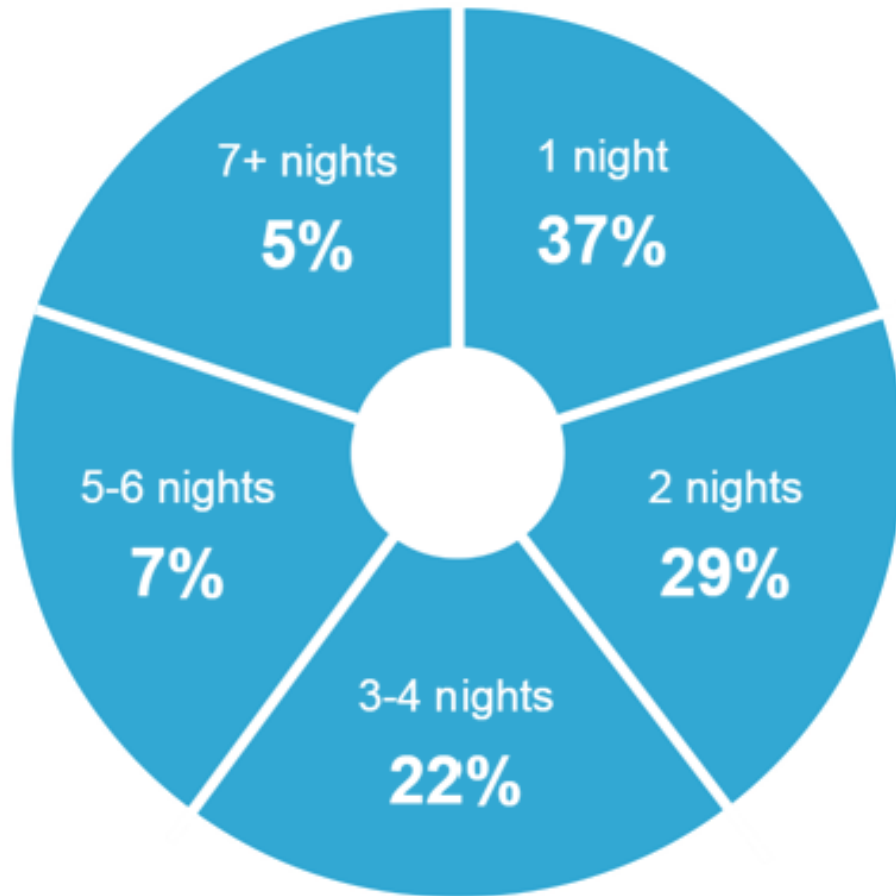
**4.0**

Average Nights

U.S. Norm

**3.8**

Average Nights

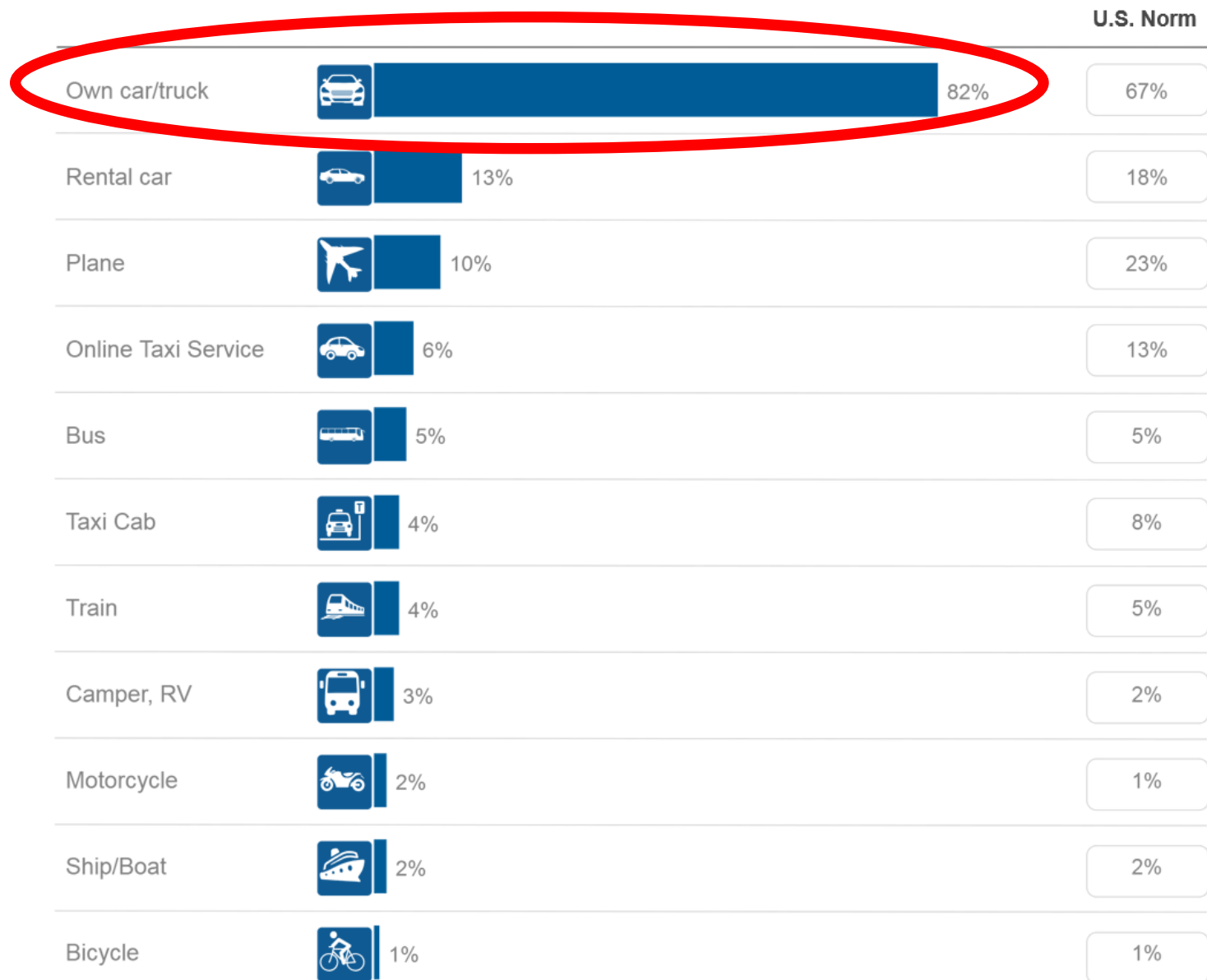


Average number of nights

**2.5**








# Overnight Travel: Transportation

Base: 2018 Overnight Person-Trips



# Overnight Travel: Accommodations

Base: 2018 Overnight Person-Trips

|   |                                     | West Virginia | U.S. Norm |
|---|-------------------------------------|---------------|-----------|
|    | Home of friends or relatives        | 27%           | 24%       |
|    | Motel                               | 24%           | 16%       |
|    | Other hotel                         | 22%           | 22%       |
|    | Resort hotel                        | 17%           | 24%       |
|   | Other                               | 7%            | 5%        |
|  | Campground / trailer park / RV park | 6%            | 4%        |
|  | Bed & breakfast                     | 6%            | 4%        |

## Activities and Experiences (Top 10)

Shopping



**29%**

U.S. Norm  
30%

National/state park



**17%**

U.S. Norm  
10%

Landmark/historic site



**17%**

U.S. Norm  
12%

Casino



**13%**

U.S. Norm  
12%

Hiking/backpacking



**13%**

U.S. Norm  
7%

Swimming



**13%**

U.S. Norm  
14%

Bar/nightclub



**10%**

U.S. Norm  
15%

Museum



**10%**

U.S. Norm  
10%

Fine/upscale dining



**9%**

U.S. Norm  
12%

Camping



**8%**

U.S. Norm  
4%

## Activities of Special Interest (Top 5)

West Virginia

|                                  |            |
|----------------------------------|------------|
| Historic places                  | <b>28%</b> |
| Cultural activities/Attractions  | <b>17%</b> |
| Exceptional Culinary Experiences | <b>9%</b>  |
| Winery Tours/Tasting             | <b>7%</b>  |
| Brewery Tours/Beer Tasting       | <b>6%</b>  |

## Activities of Special Interest (Top 5)

U.S. Norm

|                                  |            |
|----------------------------------|------------|
| Historic places                  | <b>22%</b> |
| Cultural activities/Attractions  | <b>17%</b> |
| Exceptional Culinary Experiences | <b>12%</b> |
| Brewery Tours/Beer Tasting       | <b>7%</b>  |
| Winery Tours/Tasting             | <b>6%</b>  |



## Activities and Experiences (Top 10)



### Activities of Special Interest (Top 5)

West Virginia



















|                                  |     |
|----------------------------------|-----|
| Historic places                  | 21% |
| Cultural activities/Attractions  | 13% |
| Wedding                          | 4%  |
| Exceptional Culinary Experiences | 4%  |
| Eco-tourism                      | 3%  |

### Activities of Special Interest (Top 5)

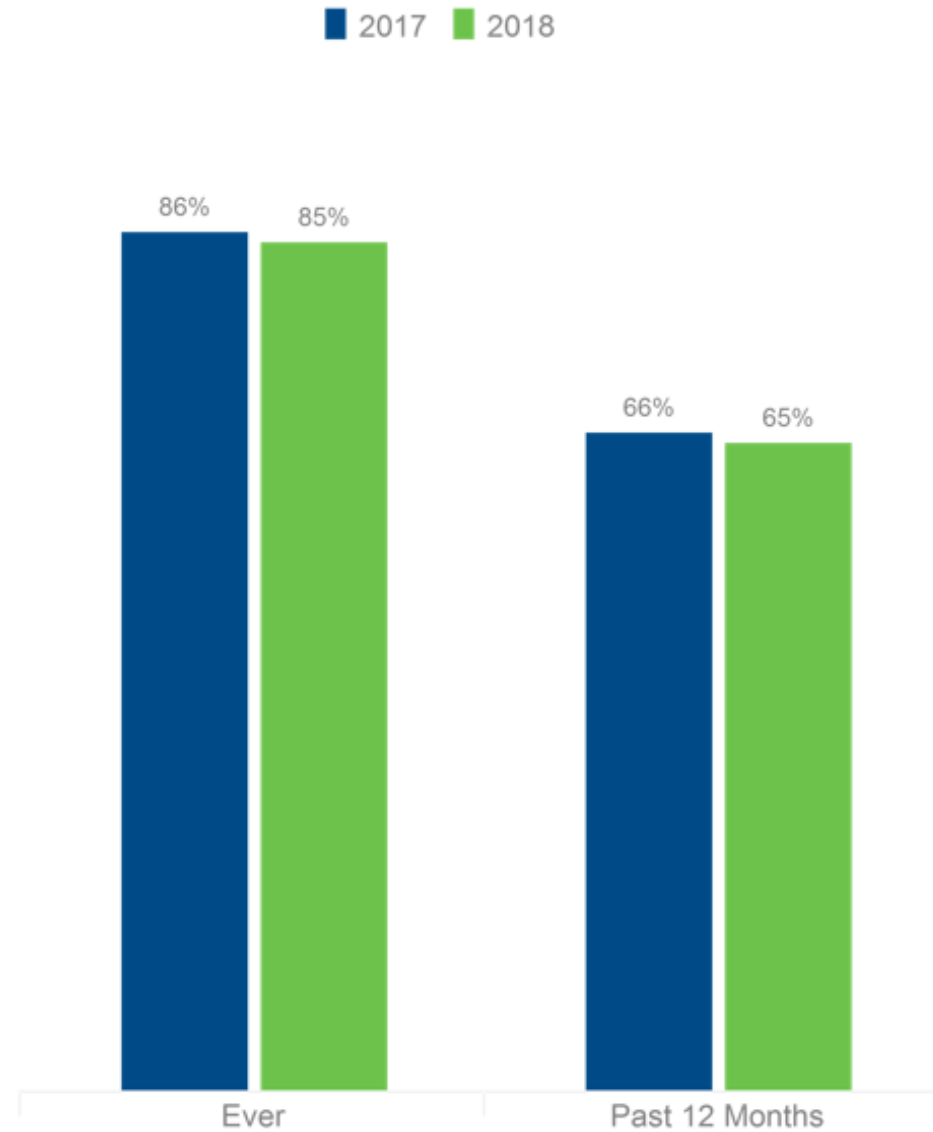
U.S. Norm

|                                  |     |
|----------------------------------|-----|
| Historic places                  | 17% |
| Cultural activities/Attractions  | 13% |
| Exceptional Culinary Experiences | 8%  |
| Brewery Tours/Beer Tasting       | 5%  |
| Winery Tours/Tasting             | 5%  |

% Very Satisfied with Trip

|   |                               |  |     |
|---|-------------------------------|--|-----|
|    | Overall trip experience       |    | 74% |
|    | Friendliness of people        |    | 71% |
|    | Safety and Security           |    | 66% |
|    | Quality of accommodations     |    | 63% |
|    | Quality of food               |    | 61% |
|    | Cleanliness                   |    | 58% |
|   | Sightseeing and attractions   |    | 55% |
|  | Value for money               |  | 54% |
|  | Music/nightlife/entertainment |  | 34% |

**Satisfaction is high with essential trip elements**

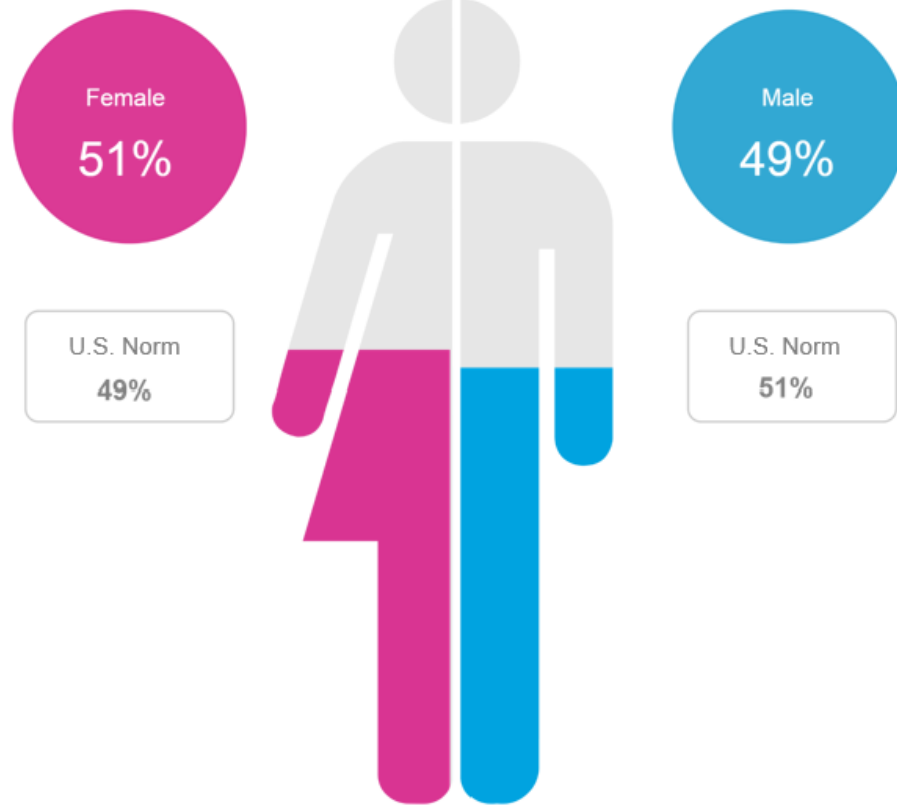


**What about new visitors?**

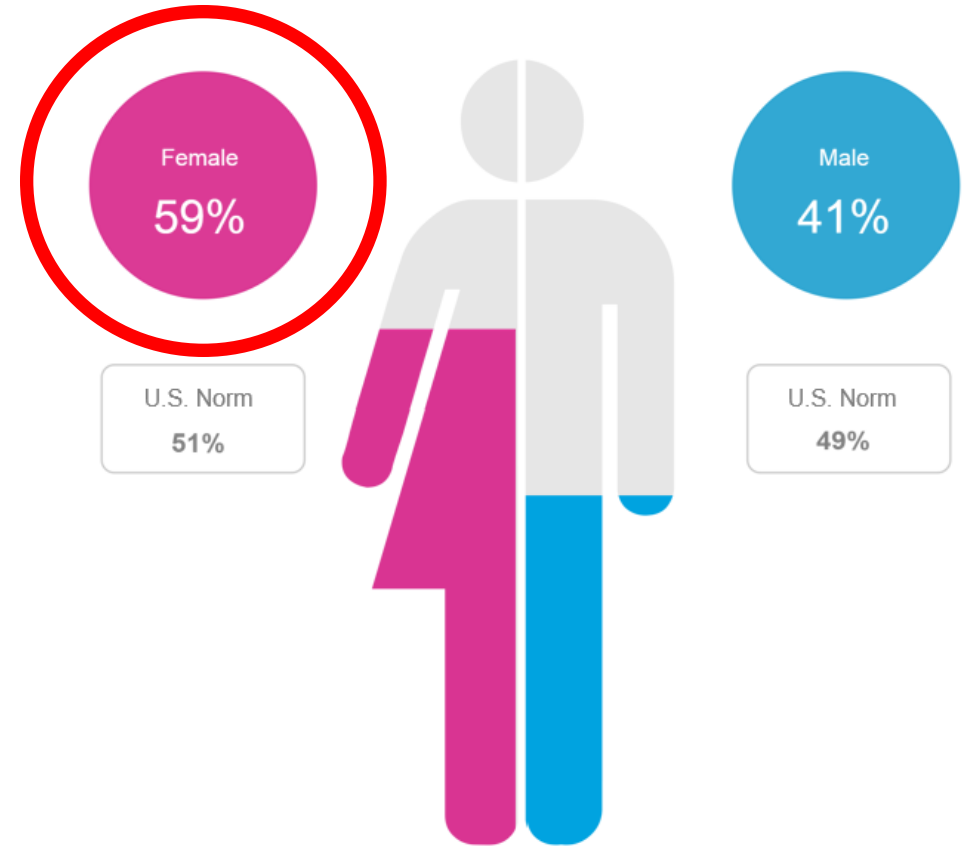


# Demographics

## Overnight Traveler



## Day Traveler



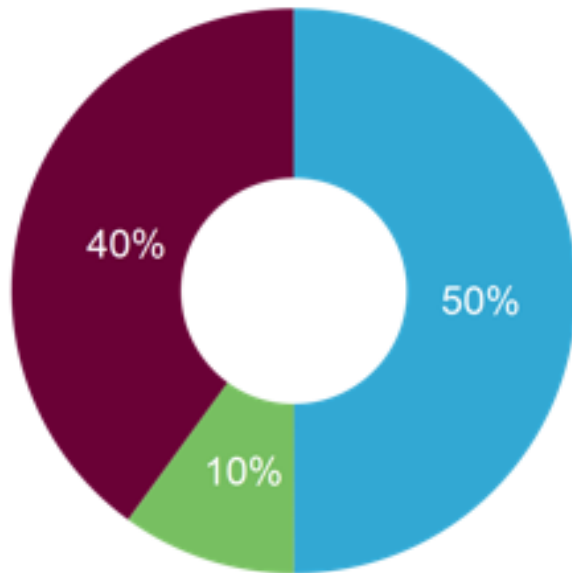
## Overnight Traveler

## Day Traveler

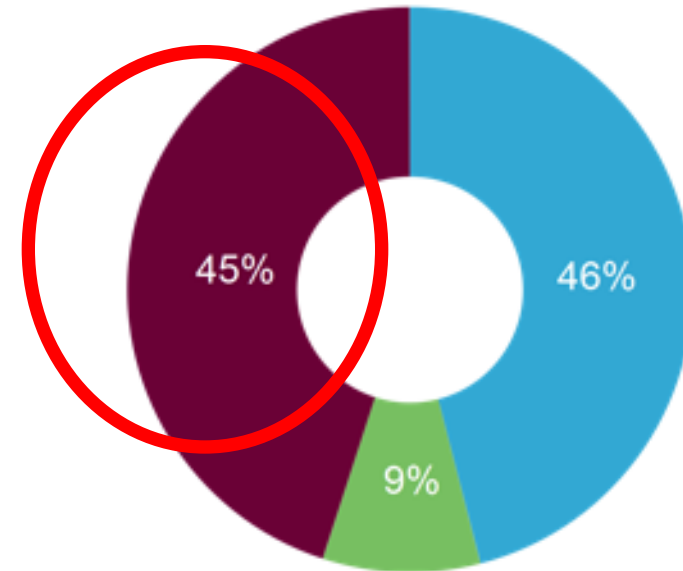
### Employment

■ Full time / self-employed ■ Part time ■ Not employed / retired / other

West Virginia



West Virginia



## Overnight Traveler

### West Virginia

|                        |     |
|------------------------|-----|
| ■ No children under 18 | 58% |
| ■ Any 13-17            | 19% |
| ■ Any 6-12             | 22% |
| ■ Any child under 6    | 16% |

## Day Traveler

### West Virginia

|                        |     |
|------------------------|-----|
| ■ No children under 18 | 52% |
| ■ Any 13-17            | 22% |
| ■ Any 6-12             | 23% |
| ■ Any child under 6    | 16% |

- **Opportunities**
  - **Day trips → Overnight trips**
  - **Focus on marketable trips**
  - **Repeat visitors versus new**



**Thank you!**

