

**Virginia Tourism Corporation's 2003/2004 Virginia Visitor Study
Profile #10026
Profile of the Civil War History Visitor**

Definition: Persons Traveling 50+ miles to, thru, or within Virginia and whose trip included Civil War History in Virginia

2003/2004 All Travel Parties	2003/2004 Profiled Travel Segment
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Share of profiled travel parties among all Virginia travel parties

Traveler Segment Base (#)	4097	427
Share of profiled travel parties among all Virginia travel parties		10.4%

Primary purpose of trip - general

Pleasure-related (net)	66.8%	70.3%
Personal-related (net)	6.8%	3.0%
Business-related (net)	14.4%	13.6%
Other	1.4%	0.9%
No Answer	10.6%	12.2%

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Primary purpose of trip - specific

Visit friends or relatives	29.0%	23.9%
Vacation	18.0%	28.1%
Family/friend event/reunion	7.6%	5.6%
Entertainment	2.4%	3.0%
Outdoor recreation	2.7%	2.1%
Special event/festival	4.2%	4.0%
Personal (wedding, funeral, medical, etc.)	6.8%	3.0%
Other pleasure related	3.0%	3.5%
Conference/convention	4.4%	5.4%
Seminar/training	1.6%	1.6%
Military related	1.4%	0.9%
Business sales calls	1.2%	1.4%
Other business related	7.2%	5.2%
No Answer	4.3%	4.4%

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	2003/2004 All Travel Parties	2003/2004 Profiled Travel Segment
All purposes of trip		
Visit friends or relatives	58.8%	58.5%
Vacation	45.6%	67.4%
Family/friend event/reunion	23.4%	24.4%
Entertainment	19.9%	31.1%
Outdoor recreation	16.2%	26.7%
Special event/festival	12.6%	13.6%
Personal (wedding, funeral, medical, etc.)	11.9%	11.0%
Other pleasure related	15.2%	25.8%
Conference/convention	6.9%	9.1%
Seminar/training	3.7%	5.6%
Military related	3.4%	4.0%
Business sales calls	2.2%	4.2%
Other business related	11.7%	9.8%

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Month of Travel

January	5.4%	5.4%
February	5.5%	5.6%
March	5.9%	7.3%
April	9.6%	9.1%
May	9.4%	7.7%
June	10.0%	11.9%
July	11.1%	10.1%
August	11.6%	14.3%
September	8.4%	9.8%
October	7.4%	7.3%
November	8.7%	7.5%
December	6.9%	4.0%

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Virginia Experience - Based to Those Answering

First-time Virginia Visitor in 3 yrs	10.9%	16.7%
Repeat Visitor	89.1%	83.3%

Mean Number of visits to Virginia in the past 3 years

Pleasure-Related	8.5	8.1
Business-Related	3.8	2.9

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	2003/2004 All Travel Parties	2003/2004 Profiled Travel Segment
Total Travel Party Size - Based to Those Answering		
1	20.9%	13.8%
2	40.7%	41.1%
3	12.9%	14.7%
4	11.2%	14.0%
5	5.5%	5.9%
6+	8.8%	10.5%
To Chart		
Mean	3.6	4.2
Median	2.0	2.0

Travel Party Configuration - Percent of travel parties having 1 or more persons in the following age groups

< 6	10.3%	9.7%
6-12	13.9%	18.3%
13-17	10.1%	14.5%
18-24	8.6%	10.2%
25-34	18.3%	17.3%
35-44	27.2%	25.7%
45-54	34.5%	36.3%
55-64	31.1%	33.7%
65 and over	31.5%	35.2%
To Chart		

Visitor Distribution by Age - Percent of visitors by age

< 6	4.4%	3.6%
6-12	6.3%	6.7%
13-17	7.5%	15.5%
18-24	4.1%	3.1%
25-34	9.1%	7.2%
35-44	14.5%	13.6%
45-54	16.9%	14.7%
55-64	16.8%	15.2%
65 and over	20.4%	20.5%
To Chart		

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**Mode of Travel - Types of Transportation used while traveling to, thru, or within Virginia
 (Multiple responses possible)**

Personal auto	80%	79%
Rental auto	10%	11%
Train	3%	5%
Group tour bus	2%	4%
Local tour bus	2%	5%
Other bus	1%	1%
Plane	12%	11%
Camper/RV	2%	4%
Motorcycle	1%	1%
Boat	1%	1%
Walk	6%	11%
Other	4%	4%

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Total Nights of ENTIRE Trip

0 nights	9.9%	4.9%
1 night	9.2%	4.2%
2-3 nights	33.4%	25.5%
4-6 nights	24.2%	29.7%
7-10 nights	14.9%	22.7%
11+ nights	8.3%	12.9%

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Mean: Inc No nights 5.0 6.4

Total Nights Spent IN VIRGINIA

0 nights	26.1%	11.5%
1 night	14.6%	7.5%
2-3 nights	34.1%	36.3%
4-6 nights	16.5%	26.5%
7-10 nights	6.4%	13.6%
11+ nights	2.2%	4.7%

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Mean: Inc No nights 2.7 4.2

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Virginia Trip Nights - Percent of Entire Trip Nights (Based to those with 1 or more overnight for entire trip)

0%	5.2%	1.4%
1% - 20%	6.2%	5.9%
21% - 40%	5.8%	7.7%
41% - 60%	4.0%	7.0%
61% - 80%	3.8%	9.6%
81% - 99%	1.1%	2.6%
100%	52.9%	55.7%
No Response / Entire trip no overnights	20.9%	10.1%
To Chart		
Mean	77.5%	79.9%

Types of Lodging Used Anywhere in Virginia

Hotel or Motel Used	39.1%	50.6%
Bed & Breakfast or Inn Used	1.3%	3.5%
Friends or Relatives Used	29.7%	30.7%
Developed Campgrounds/RV Used	2.1%	4.7%
Primitive/Backcountry Parks/Areas Used	0.8%	2.3%
Timeshare Used	3.5%	8.0%
2nd Home/Rental Unit Used	2.1%	3.0%
Other Accommodations Used	2.5%	2.8%
To Chart		

Share of Total Nights by Type of Lodging Anywhere in Virginia

Hotel or Motel Used	41.4%	39.0%
Bed & Breakfast or Inn Used	1.1%	3.0%
Friends or Relatives Used	39.0%	36.0%
Developed Campgrounds/RV Used	2.6%	3.7%
Primitive/Backcountry Parks/Areas Used	0.9%	1.0%
Timeshare Used	7.4%	11.4%
2nd Home/Rental Unit Used	4.5%	2.5%
Other Accommodations Used	3.1%	3.4%

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	2003/2004	2003/2004
	All Travel Parties	Profiled Travel Segment

Average Number of Nights by Type of Lodging Anywhere in Virginia

Hotel or Motel Used	2.9	3.2
Bed & Breakfast or Inn Used	2.3	3.5
Friends or Relatives Used	3.6	4.9
Developed Campgrounds/RV Used	3.3	3.3
Primitive/Backcountry Parks/Areas Used	3.0	1.8
Timeshare Used	5.8	5.9
2nd Home/Rental Unit Used	6.0	3.5
Other Accommodations Used	3.4	5.0

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Traveler Spending - Entire Travel Party Spending ANYWHERE IN VIRGINIA

\$0	4.3%	2.8%
\$1 to less than \$100	26.6%	11.9%
\$100 to less than \$250	22.2%	15.7%
\$250 to less than \$500	18.6%	23.0%
\$500 to less than \$750	9.2%	13.8%
\$750 to less than \$1000	5.5%	9.4%
\$1000+	9.6%	20.8%
No Response	4.0%	2.6%

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Traveler Spending - Mean Spending INCLUDING NO Money Spent

Mean Spending Per Travel Party	429	746
Mean Spending Per Person	129	185
Mean Spending Per Day	113	144
Mean Spending Per Person Per Day	36	39

Traveler Spending (Percentage of Total Spending by Category)

Rental Car	4.7%	3.4%
Lodging	34.0%	29.9%
Food	25.2%	24.1%
Gas	9.2%	9.2%
Admission/Entertainment	6.9%	8.4%
Shopping	16.3%	20.8%
Parking	0.4%	0.4%
Tolls/Other	3.3%	3.9%

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**Information Sources - Sources of information used to plan for OR used during this trip
 (Multiple responses possible)**

Own experience in Virginia	55%	66%
Friends/relatives/other word of mouth	55%	61%
Other websites/Internet	20%	27%
AAA guide and map	19%	33%
Virginia travel guide	11%	31%
Visitor information center	10%	27%
Brochure	9%	20%
Highway sign	8%	11%
Hotel room guide	7%	12%
Local travel guide	4%	10%
www virginia org	4%	12%
Magazine	3%	11%
Newspaper	3%	8%
Travel agent	2%	3%
Billboard	2%	5%
AAA travel agent	2%	5%
Tour operator	2%	5%
Travel book	2%	6%
TV	1%	4%
Radio	1%	2%
Travel show	1%	2%
Ethnic media	0%	0%
Other	14%	14%

Advance Planning Time

Same Day	2.3%	0.7%
2-6 Days	10.7%	8.2%
1-3 Weeks	19.9%	17.3%
1-3 Months	42.9%	44.0%
4-6 Months	12.2%	16.9%
More than 6 months	11.0%	11.9%
No Answer	1.0%	0.9%

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2003/2004
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 All Travel Travel
 Parties Segment

Travel Party Origin - Top 15 DMAs for the profiled travel segment (Designated Marketing Areas)

NEW YORK	7.7%	9.1%
WASHINGTON, DC	12.2%	8.2%
NORFOLK-PORTSMOUTH-NEWPORT NEWS	5.0%	4.7%
PHILADELPHIA	4.8%	4.0%
RALEIGH-DURHAM	4.7%	4.0%
RICHMOND-PETERSBURG	3.7%	3.5%
ROANOKE-LYNCHBURG	3.4%	3.5%
BALTIMORE	4.7%	3.3%
CHARLOTTE	3.3%	3.3%
ATLANTA	2.1%	3.3%
GREENSBORO-HIGH POINT-WINSTON SALEM	2.6%	2.6%
GREENVILLE-NEW BERN-WASHINGTON	1.5%	2.1%
BOSTON	1.7%	1.9%
LOS ANGELES	1.0%	1.9%
PITTSBURGH	2.2%	1.6%

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Travel Party Origin - Top 15 States for the profiled travel segment

VA	21.2%	19.9%
NC	13.4%	12.4%
NY	5.6%	6.8%
PA	7.1%	6.8%
NJ	4.8%	4.9%
FL	4.2%	4.2%
MD	8.7%	4.2%
CA	2.5%	3.7%
GA	2.8%	3.7%
OH	3.8%	3.5%
SC	3.5%	3.5%
TX	1.8%	3.3%
TN	2.2%	2.8%
IL	1.0%	2.1%
MA	1.6%	2.1%

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	2003/2004 All Travel Parties	2003/2004 Profiled Travel Segment
General Sites and Activities "Experienced"		
History-Civil War	10%	100%
Parks: National or State	25%	78%
Mountains	38%	61%
Museum-History	19%	61%
Historic Homes	18%	59%
History-Colonial	17%	55%
Scenic Drive	27%	55%
Visit Friends/Relatives	38%	42%
History-Other	11%	38%
Shopping-Outlets	18%	33%
Shopping-Malls	25%	31%
Amusement/Theme Parks	9%	20%
Hiking	7%	19%
Chesapeake Bay	10%	19%
Plantation Homes	4%	19%
Museum/Gallery - Art	5%	18%
Beaches	12%	18%
Museum-Military	4%	18%
Shopping-Antiques	6%	15%
Gardens	5%	15%
Caverns	4%	14%
Museum-Science	5%	14%
Colleges/Universities	6%	14%
Cultural Event	5%	13%
Rivers	5%	13%
Shopping-Arts & Crafts	6%	13%
Live Performance	5%	10%
Lakes	4%	10%
Birdwatching	4%	9%
History-Native American	2%	9%
Resorts	4%	9%
Festivals-Arts	4%	8%
Wineries	3%	8%
Festivals-Food	3%	7%
Camping	3%	7%
Reunions	5%	7%
Festivals-Music	3%	6%
History-African American	2%	6%
Boating	3%	5%
Festivals-Heritage	1%	5%
Golf	3%	5%

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	2003/2004 All Travel Parties	2003/2004 Profiled Travel Segment
Zoos	1%	5%
Museum-Children's	1%	4%
Biking	2%	4%
Festivals-Wine	1%	4%
Fishing-Salt Water	2%	4%
Fishing-Fresh Water	2%	3%
Genealogical Research	1%	3%
Motor Sports-NASCAR	1%	3%
Sports Event-College	2%	2%
Horse Racing	1%	2%
Hunting	1%	2%
Canoe/Raft/Kayak	1%	1%
Sports Tournament-Personal or Family	2%	1%
Snow Sports	0%	1%
Elderhostel Programs	0%	0%
Mean (Number of General Sites and Activities "Experienced")	4.0	10.1

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	2003/2004 All Travel Parties	2003/2004 Profiled Travel Segment
Specific Sites "Experienced"		
Colonial Williamsburg	10.7%	32.6%
Blue Ridge Parkway	9.2%	26.7%
Arlington National Cemetery	6.8%	23.9%
Manassas National Battlefield Park	2.4%	22.7%
Civil War Trail	2.2%	21.3%
Shenandoah National Park	6.4%	20.1%
Jamestown Colonial Historical Park	4.4%	19.0%
Appomattox National Battlefield Park	1.9%	18.0%
Jamestown Settlement	4.2%	18.0%
Mount Vernon	3.4%	15.9%
Skyline Drive	5.3%	15.9%
Monticello	3.1%	15.5%
Busch Gardens	5.0%	14.3%
Williamsburg Pottery	4.9%	13.6%
Richmond National Battlefield Park	1.3%	12.2%
Natural Chimneys Regional Park	2.8%	10.3%
Luray Caverns	2.3%	10.1%
Appalachian Trail	2.6%	9.6%
Yorktown Victory Center	2.1%	9.6%
Potomac Mills Mall	3.5%	8.7%
White House of the Confederacy	0.9%	8.4%
Natural Bridge	1.9%	8.2%
Tyson's Corner Mall	3.3%	6.3%
Paramount's Kings Dominion	1.7%	5.2%
Virginia Marine Science Museum	1.8%	4.4%
Smith Mountain Lake	1.0%	4.0%
Virginia Museum of Fine Arts	0.7%	3.7%
Shenandoah Caverns	0.9%	3.5%
Booker T. Washington Natl Monument	0.9%	3.3%
Chrysler Museum	0.7%	3.0%
Water Country USA	1.0%	3.0%
Mariners' Museum	0.9%	2.6%
Nauticus National Maritime Center	1.0%	2.6%
Barter Theatre	0.7%	2.3%
Lake Anna	0.6%	2.3%
The Homestead	0.6%	2.3%
Natural Tunnel	0.6%	2.1%
MacArthur Center Mall	1.2%	1.9%
National D-Day Memorial	0.4%	1.9%
Bugg's Island	0.5%	1.6%
Breaks Interstate Park	0.4%	1.4%

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	2003/2004 All Travel Parties	2003/2004 Profiled Travel Segment
Mount Rogers National Recreation Area	0.4%	1.4%
Kiptopeke State Park	0.3%	0.7%
Tides Inn	0.2%	0.5%
Wintergreen	0.3%	0.5%
Virginia's Explore Park	0.1%	0.2%
Mean (Number of Specific Sites "Experienced")	1.1	4.2

Profile of the Civil War History Visitor

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	2003/2004 All Travel Parties	2003/2004 Profiled Travel Segment
Specific Virginia Cities and Towns "Experienced"		
Richmond	17.2%	41.0%
Williamsburg	16.3%	38.9%
Arlington	12.8%	30.0%
Washington	16.3%	29.7%
Manassas	5.5%	27.2%
Charlottesville	8.4%	24.8%
Alexandria	12.0%	23.7%
Fredericksburg	9.0%	21.8%
Norfolk	11.1%	19.0%
Virginia Beach	13.2%	17.8%
Newport News	6.7%	14.8%
Roanoke	7.0%	14.5%
Winchester	5.1%	11.5%
Fairfax	6.3%	11.2%
Harrisonburg	4.5%	11.2%
Chesapeake	6.3%	10.8%
Petersburg	3.6%	10.5%
Leesburg	3.4%	10.3%
Bedford	2.6%	9.8%
Lynchburg	3.3%	8.9%
Lexington	2.3%	8.7%
Culpeper	2.0%	8.0%
Staunton	3.8%	6.6%
Hampton	4.4%	6.1%
Wytheville	5.4%	5.6%
Blacksburg	2.5%	5.4%
Portsmouth	2.6%	5.2%
Abingdon	2.7%	4.9%
Cumberland Gap	1.3%	4.4%
Danville	2.3%	4.4%
Bristol	2.8%	4.2%
Salem	2.3%	4.0%
Warrenton	2.0%	4.0%
Chincoteague	1.9%	3.5%
Covington	1.1%	3.0%
Martinsville	1.9%	3.0%
Radford	1.0%	2.8%
Waynesboro	1.6%	2.6%
Emporia	2.3%	2.1%
Suffolk	2.0%	1.9%
Galax	1.4%	1.6%

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South Boston	0.9%	1.6%
South Hill	1.2%	1.4%
Norton	0.4%	0.7%
Mean (Number of Specific Virginia Cities and Towns "Experienced")	2.2	4.8

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Trip Motivator - Top 15 Places or Activities that motivated recent trip to Virginia

Visit Friends/Relatives	29.5%	18.0%
History - Civil War	0.9%	7.2%
Washington, D.C.	5.4%	6.9%
Williamsburg	2.8%	6.2%
Colonial Williamsburg	2.6%	4.0%
Arlington National Cemetery	1.3%	3.5%
Scenic Drive	2.9%	2.7%
History - Other	0.5%	2.2%
Virginia Beach	2.9%	2.0%
Richmond	2.0%	1.7%
Beaches	2.2%	1.5%
Reunions	2.7%	1.5%
Monticello	0.4%	1.5%
Fredericksburg	0.9%	1.5%
Camping	0.7%	1.2%

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Race

White	87.7%	89.0%
African-American	8.5%	5.6%
Asian-American	0.6%	0.9%
Native American	0.5%	0.9%
Other	0.7%	0.2%
No answer	1.9%	3.3%

Spanish Origin

Spanish/Hispanic	1.1%	0.5%
Not Spanish/Hispanic	94.2%	93.4%
No answer	4.6%	6.1%

Household Size

1	24.0%	25.3%
2	43.2%	39.3%
3	14.3%	14.5%
4	11.9%	13.1%
5 or more members	6.5%	7.7%
No Answer	0.1%	0.0%

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Age of Household Head		
18-24	1.1%	0.7%
25-34	10.1%	7.3%
35-44	16.3%	16.2%
45-54	22.9%	22.2%
55-64	22.2%	22.2%
65+	26.1%	29.5%
No answer	1.2%	1.9%
Mean	54.1	55.9
Age of Male Household Head		
18-24	0.4%	0.2%
25-34	6.7%	4.7%
35-44	13.0%	12.2%
45-54	17.9%	19.0%
55-64	19.1%	21.5%
65+	22.3%	25.3%
No Male HH head	20.6%	17.1%
Mean	55.2	57.0
Age of Female Household Head		
18-24	0.9%	0.5%
25-34	8.9%	7.3%
35-44	14.6%	13.8%
45-54	21.5%	19.7%
55-64	19.3%	19.9%
65+	20.5%	20.1%
No Female HH head	14.4%	18.7%
Mean	53.4	54.8

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	2003/2004 All Travel Parties	2003/2004 Profiled Travel Segment
Marital Status		
Now Married	65.4%	65.6%
Never Married	13.8%	11.0%
Divorced, Widowed, Separated	20.8%	23.4%
No Answer	0.1%	0.0%
Children in Household		
no children	61.2%	60.2%
1 child	23.0%	21.1%
2 children	10.6%	12.4%
3 children	4.3%	5.6%
4 children	0.8%	0.7%
5+ children	0.2%	0.0%
Mean: Including NONE	0.6	0.7
Mean: Excluding NONE	1.6	1.6
Education of Male Household Head		
Less than High School	2.6%	2.1%
Graduated High School	10.3%	8.4%
Some College - no degree	15.8%	21.5%
College Degree	28.2%	27.2%
Post Graduate work/degree	21.0%	22.7%
No answer	22.1%	18.0%
Education of Female Household Head		
Less than High School	1.5%	0.5%
Graduated High School	14.5%	16.4%
Some College - no degree	20.0%	18.7%
College Degree	32.5%	29.7%
Post Graduate work/degree	15.2%	14.1%
No answer	16.3%	20.6%

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	2003/2004 All Travel Parties	2003/2004 Profiled Travel Segment
Employment of Male Household Head		
Full-Time	48.8%	46.4%
Part-Time	4.6%	5.2%
Retired	21.9%	26.7%
Not Employed	2.1%	3.0%
No answer	22.7%	18.7%

Employment of Female Household Head

Full-Time	38.8%	33.3%
Part-Time	12.8%	13.3%
Retired	18.6%	19.7%
Not Employed	11.9%	10.5%
No answer	18.0%	23.2%

Occupation of Male Household Head

Executive, Managerial, Professional	22.4%	24.6%
Technical, Sales, Administrative Support	4.7%	2.6%
Service	2.6%	2.3%
Farming, Forestry, Fishing	0.4%	0.0%
Craftsman, Repairman	3.5%	3.3%
Operator, Laborer	3.7%	3.0%
Retired, Student, Armed Forces, Other	28.6%	30.0%
No answer	34.2%	34.2%

Occupation of Female Household Head

Executive, Managerial, Professional	23.0%	22.2%
Technical, Sales, Administrative Support	10.4%	7.5%
Service	3.9%	2.8%
Farming, Forestry, Fishing	0.2%	0.0%
Craftsman, Repairman	0.4%	0.7%
Operator, Laborer	1.0%	0.9%
Retired, Student, Armed Forces, Other	35.8%	37.2%
No answer	25.3%	28.6%

Profile of the Civil War History Visitor

Definition: Persons Traveling 50+ miles to, thru, or within Virginia and whose trip included Civil War History in Virginia

	2003/2004 All Travel Parties	2003/2004 Profiled Travel Segment
Annual Household Income		
Less than \$20,000	10%	10%
\$20,000 - \$29,999	9%	9%
\$30,000 - \$39,999	9%	9%
\$40,000 - \$49,999	10%	11%
\$50,000 - \$74,999	23%	23%
\$75,000 - \$99,999	18%	20%
\$100,000 or more	21%	18%
No Answer	0%	0%
\$50,000 - \$59,999	9%	10%
\$60,000 - \$74,999	13%	14%
Home Ownership		
Own or Are Buying	83.5%	82.7%
Rent	12.7%	14.3%
Live with Relatives	1.4%	1.2%
Other	1.5%	1.2%
No Answer	0.8%	0.7%
Credit Cards Held		
Mastercard:Regular	26.0%	27.4%
Mastercard:Gold	43.5%	41.2%
Visa:Regular	33.5%	34.0%
Visa:Gold/Premium	49.6%	47.8%
American Express Green	4.5%	5.2%
American Express Corporate	4.1%	3.3%
ATT Universal	14.2%	11.9%
Discover	35.0%	33.3%
Other	29.3%	32.1%
Diner's Club	1.3%	0.7%
None	4.0%	4.0%

Profile of the Civil War History Visitor

Definition: Persons Traveling 50+ miles to, thru, or within Virginia and whose trip included Civil War History in Virginia

	2003/2004 All Travel Parties	2003/2004 Profiled Travel Segment
Household Ownership		
VCR	85.9%	85.5%
Cellular Phone	71.3%	64.4%
Motor home\ Travel Trailer\ RV	5.5%	5.6%
Cable TV:Basic	67.4%	65.6%
Cable TV:Premium Channels	27.7%	26.5%
ANY Computer	80.0%	78.0%
Member		
AARP	41.2%	42.4%
AAA	44.5%	45.9%
Lifestage		
Young Singles	3.6%	3.3%
Middle Singles	12.4%	12.2%
Older Singles	8.0%	9.8%
Young Couple	6.6%	4.0%
Working Older Couple	17.1%	14.5%
Retired Older Couple	16.5%	18.5%
Young Parent	7.8%	6.3%
Middle Parent	7.4%	8.9%
Older Parent	18.7%	21.1%
Roommates	1.0%	0.7%