

## Virginia Tourism Corporation Civil War Traveler Profile

The following information is drawn from a survey of more than 4,000 visitors to Virginia in 2003/2004. More than ten percent of those surveyed said they experienced a Civil War site while here. Data for all visitors is represented in first column. Data for those who experienced a Civil War site as part of their trip to Virginia is represented in the second column.

### Summary:

- New York City is the number 1 market from which Virginia draws Civil War visitors while North Carolina is the top state (aside from Virginia itself)
- Civil War traveler parties have fewer young children and more older adults
- The Civil War traveler tends to stay longer and spend more money than the average visitor
- Civil War travelers tend to more thoroughly research and plan their trips and do so months in advance rather than days or weeks in advance
- The average travel party size is two persons

### **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%

### **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%

**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%

**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%

**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%

**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%

**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%

**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%

**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%

**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%

**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%

### **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%

**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%

**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%