



West Virginia Travel  
Report by Region  
2015 Visitor Report

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# Research Method

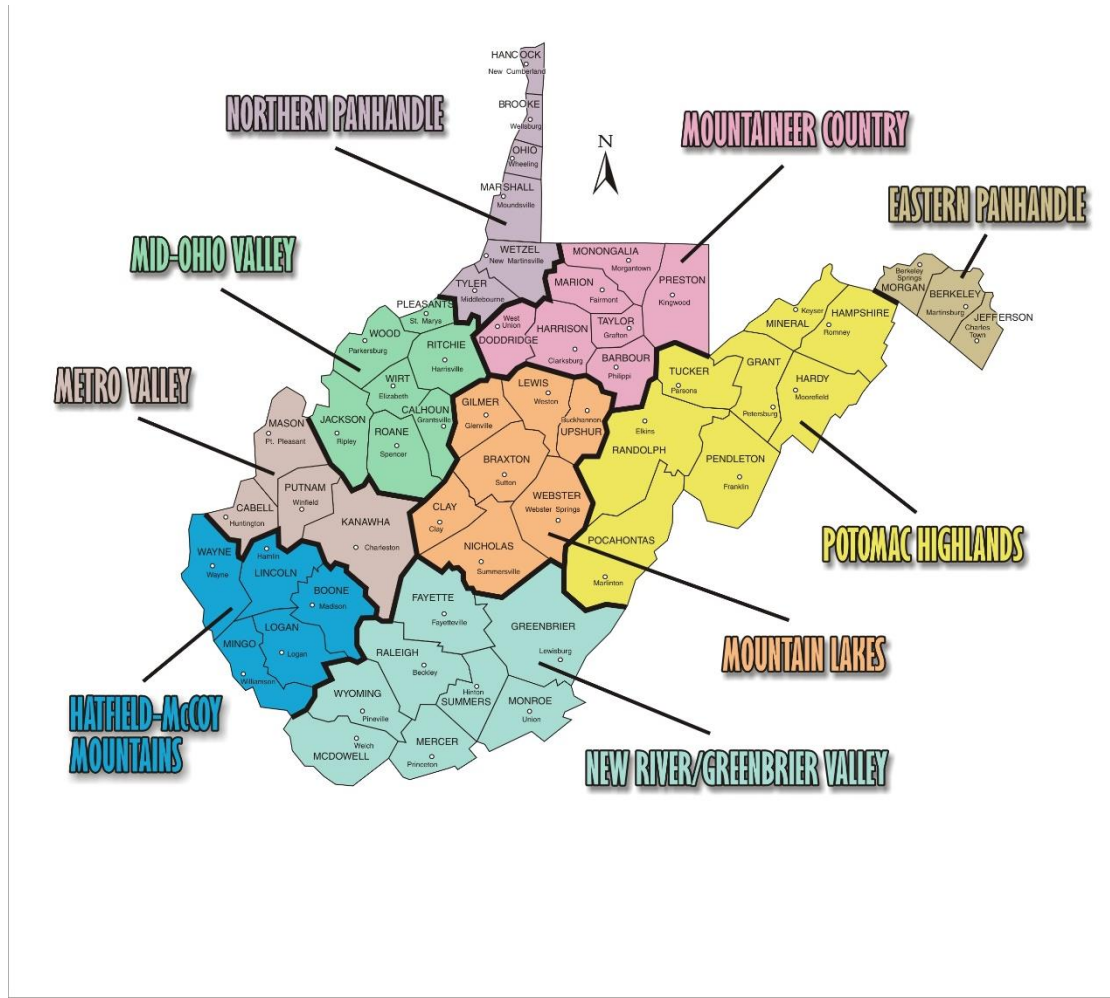


- Each quarter, a random cross-section of online sample is sent an e-mail invitation to participate in the survey. A reminder is e-mailed several days later to non-responders.
- For the 2015 travel year, this yielded 237,555 overnight trips nationally.
- For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.
- For West Virginia, 1,510 overnight trips were achieved in 2015.
- For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.



# West Virginia's Travel Market by Region

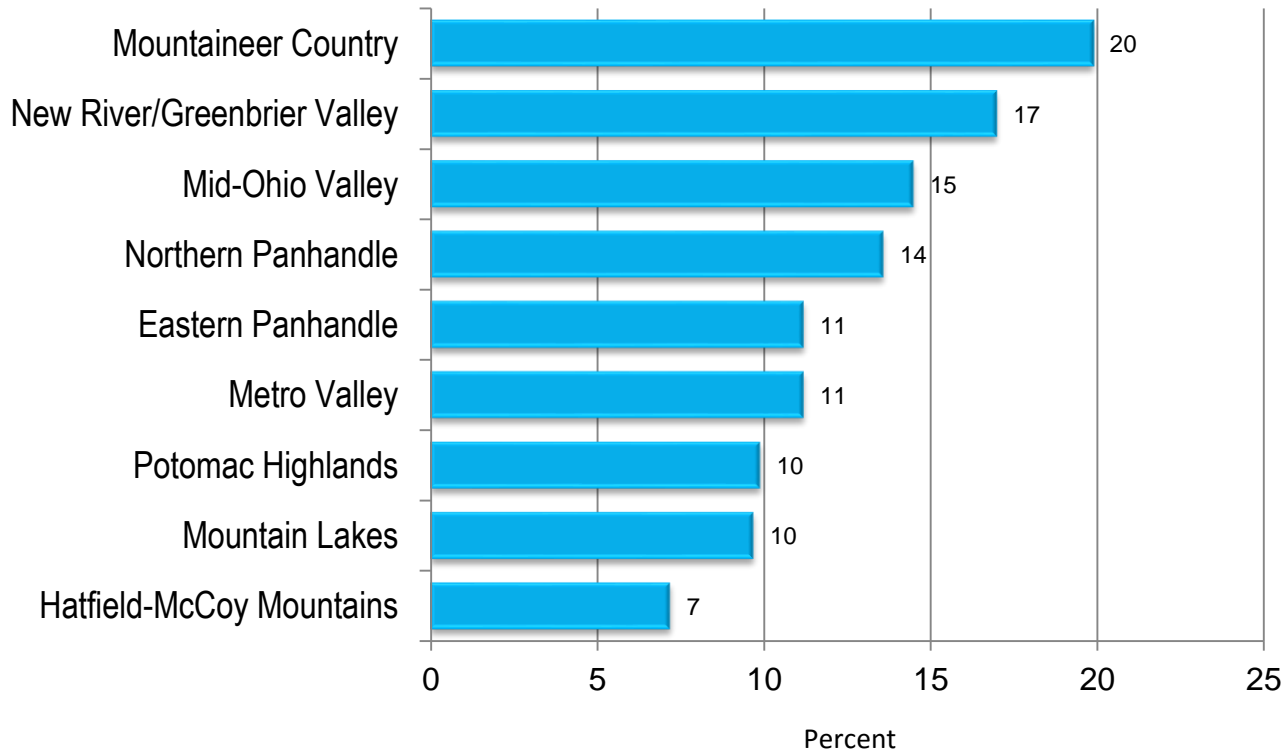
# West Virginia Regional Map



# Regional Overnight Market Share



Base: Overnight Person-Trips to West Virginia

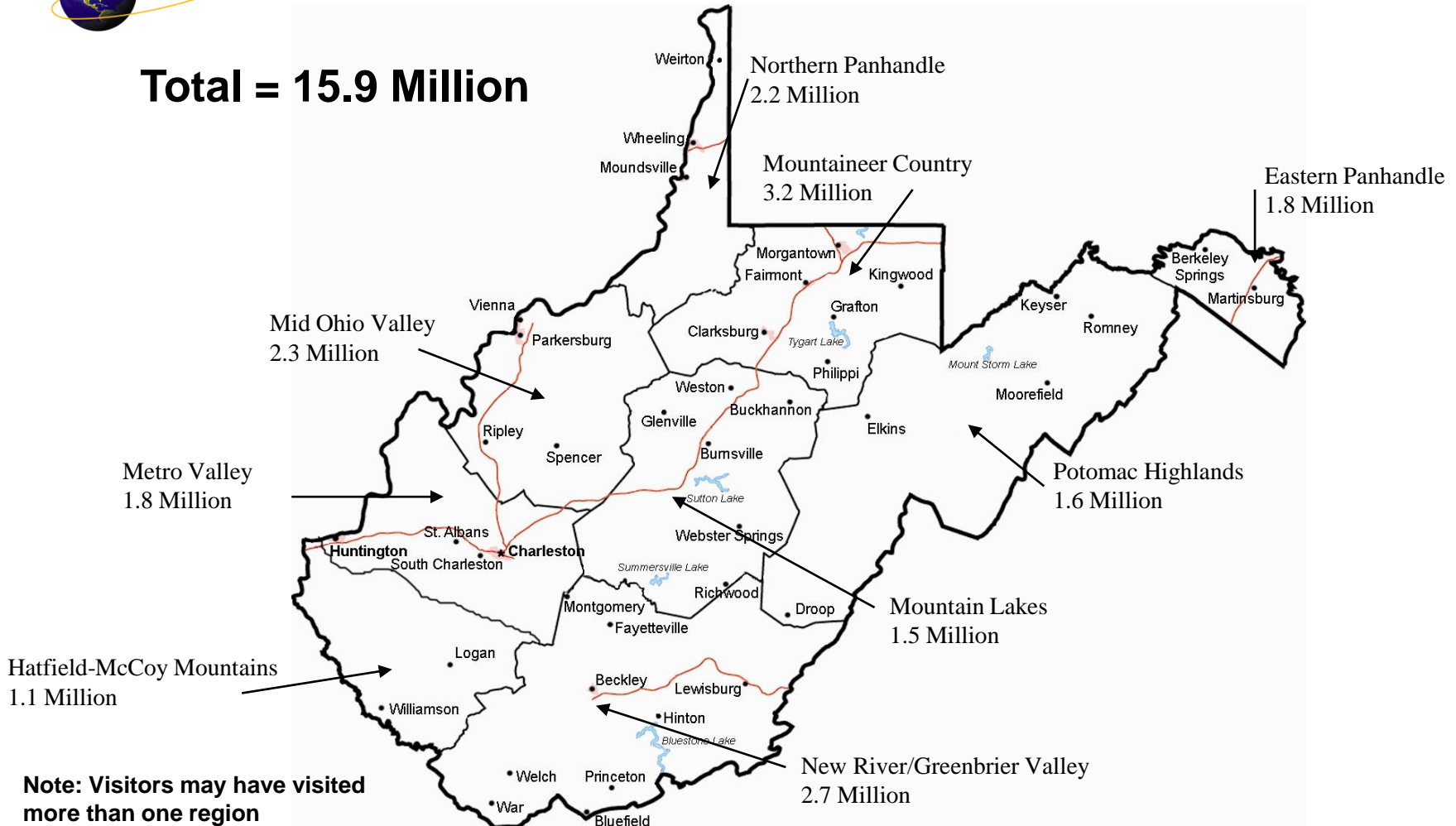


\*Adds to more than 100% because people may visit more than one region on a trip

# West Virginia Overnight Trips Trips by Region



**Total = 15.9 Million**



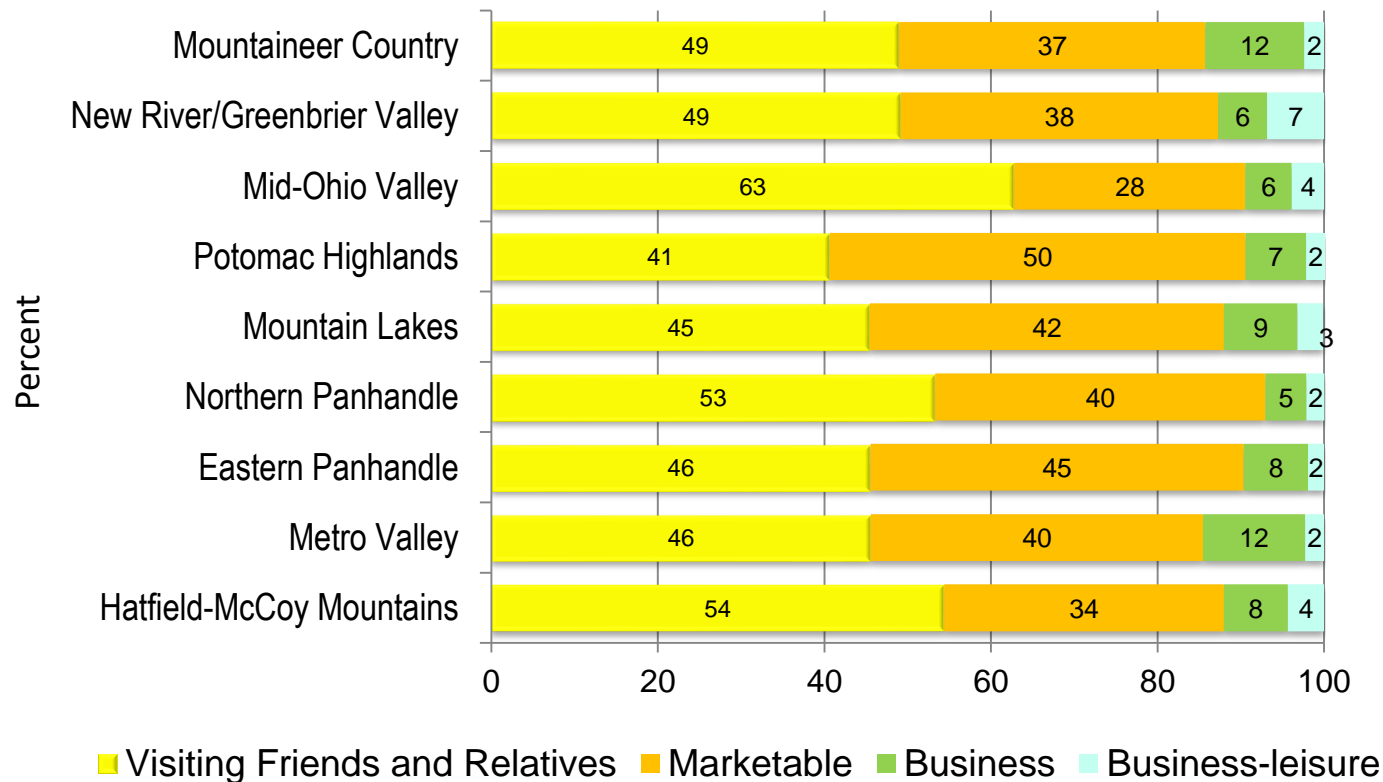
# Regional Overnight Purpose of Trip



Base: Overnight Person-Trips to West Virginia

## West Virginia

**VFR = 47%, Marketable = 40%, Business = 8%, Business-leisure = 3%**







# Profile of Overnight Visitors to West Virginia by Region

# Report Note



The regional data on the following pages combine the travel years of 2014 and 2015 in order to have sufficient base sizes for analysis.

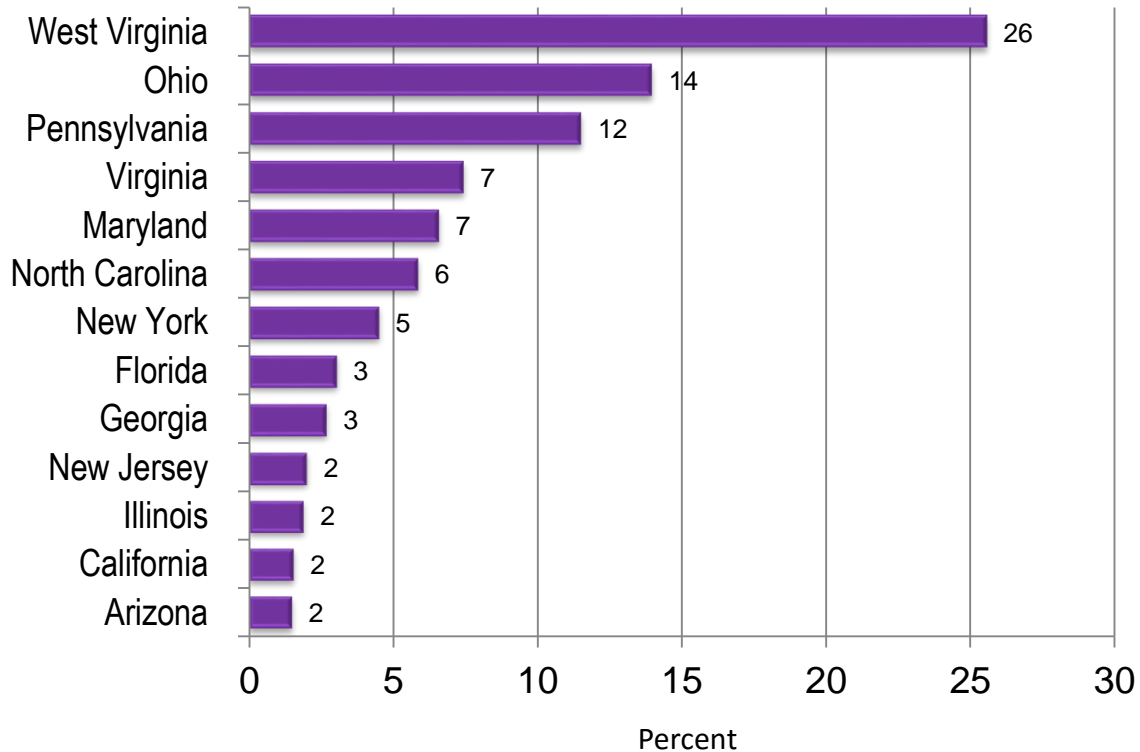


# Mountaineer Country

# State Origin Of Trip – Mountaineer Country



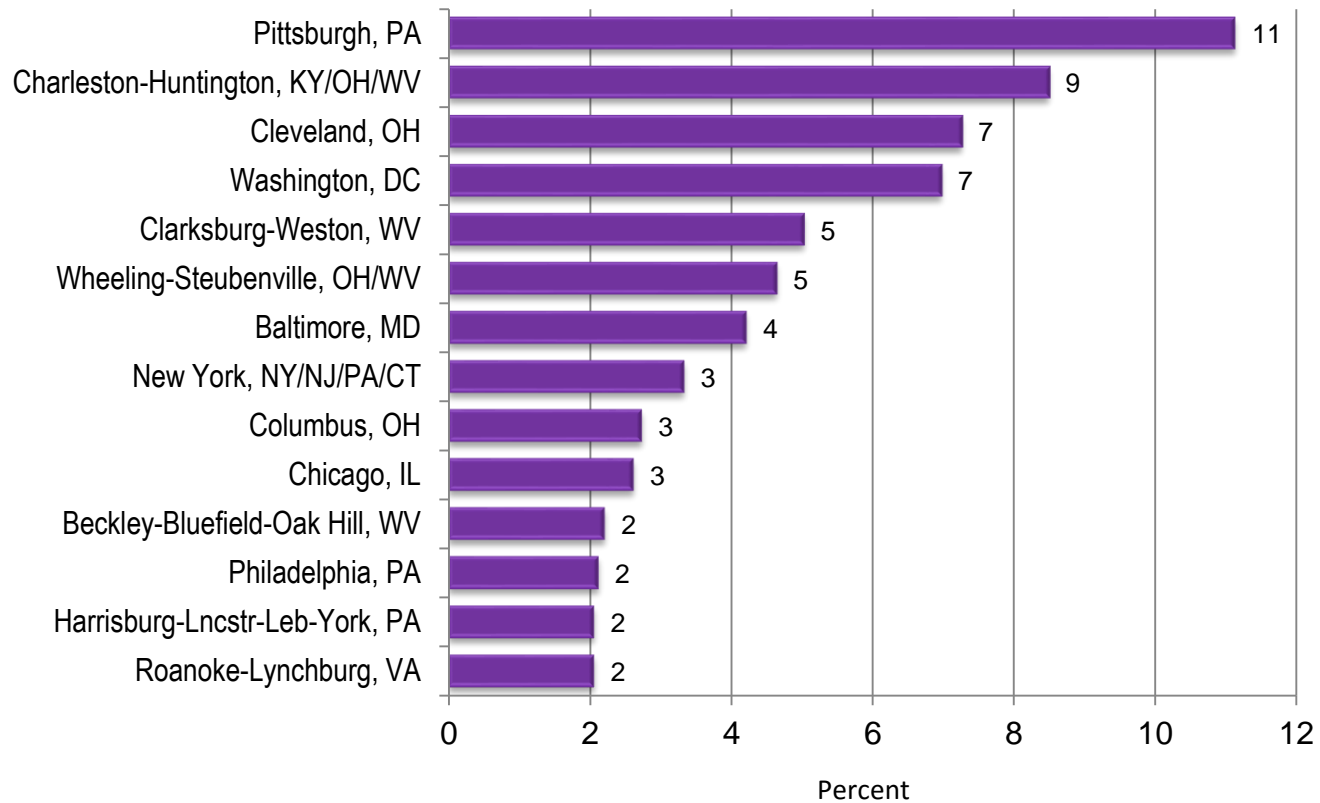
Base: Overnight Person-Trips to Mountaineer Country



# DMA Origin Of Trip – Mountaineer Country



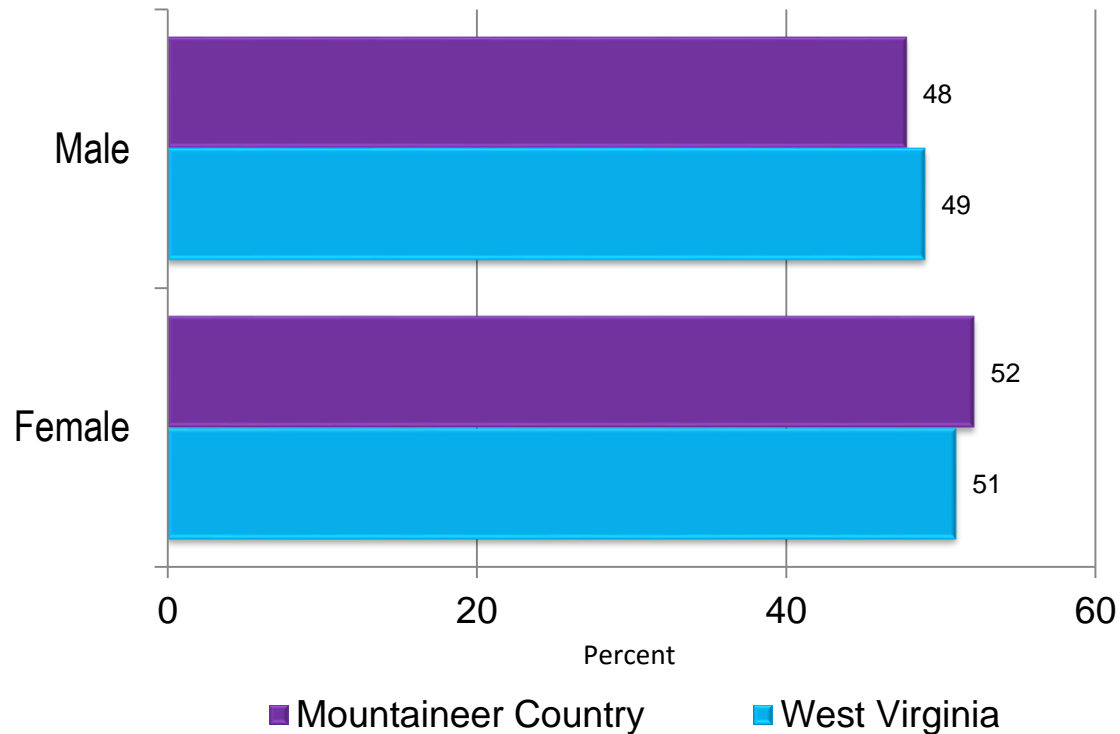
Base: Overnight Person-Trips to Mountaineer Country



# Gender – Mountaineer County



Base: Overnight Person-Trips to West Virginia



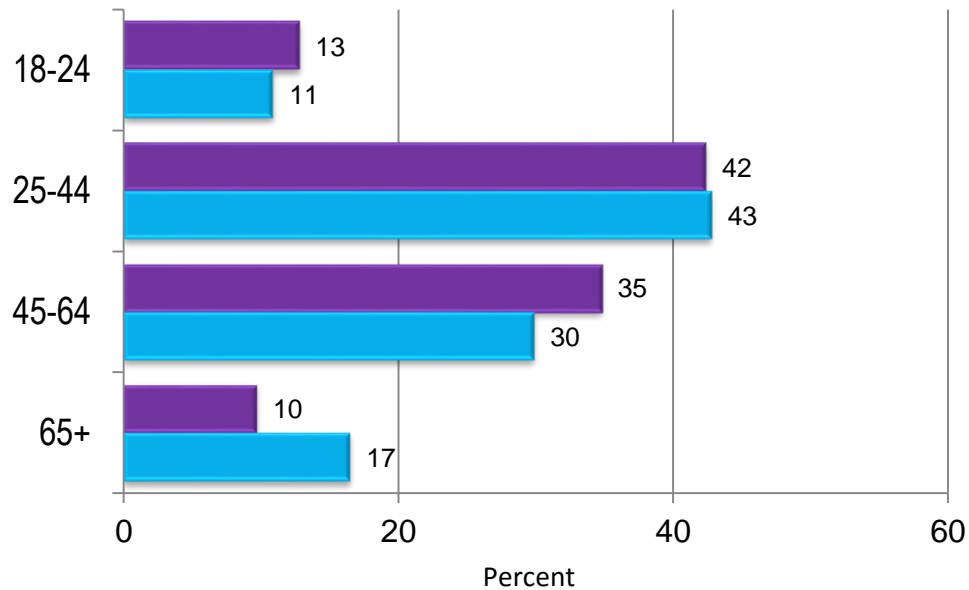
# Age – Mountaineer Country



Base: Overnight Person-Trips to West Virginia

**Average Age  
Mountaineer Country  
= 43.3**

**Average Age  
West Virginia  
= 44.7**

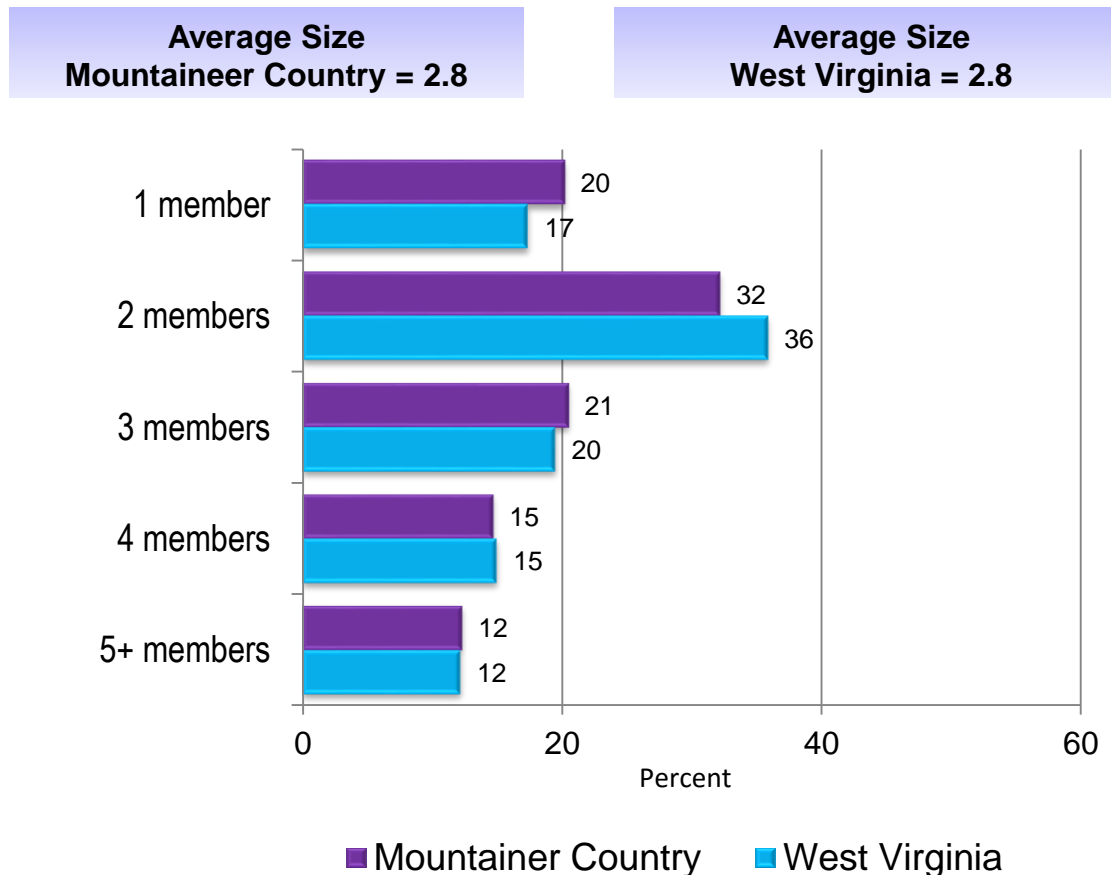


■ Mountaineer Country ■ West Virginia

# Household Size – Mountaineer Country



Base: Overnight Person-Trips to West Virginia

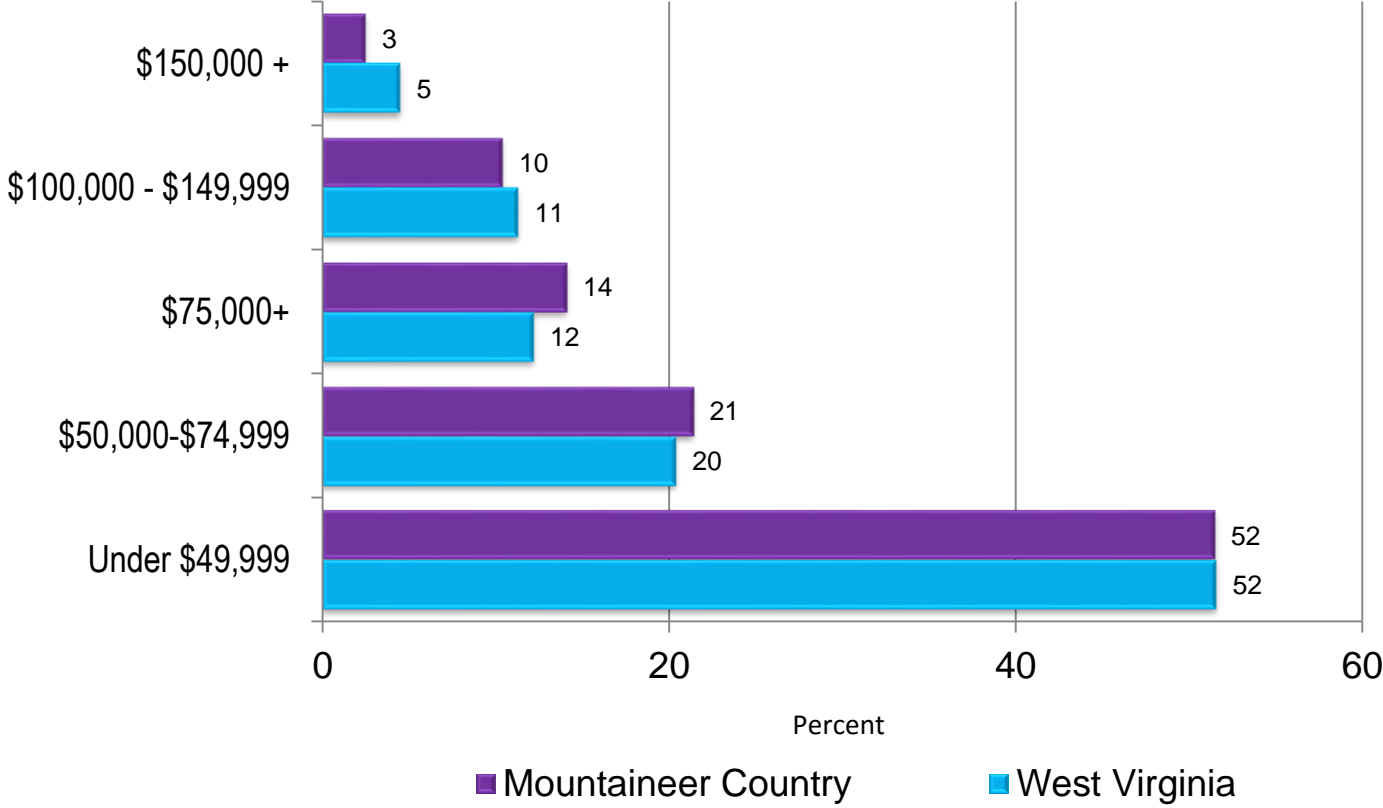




# Household Income – Mountaineer Country



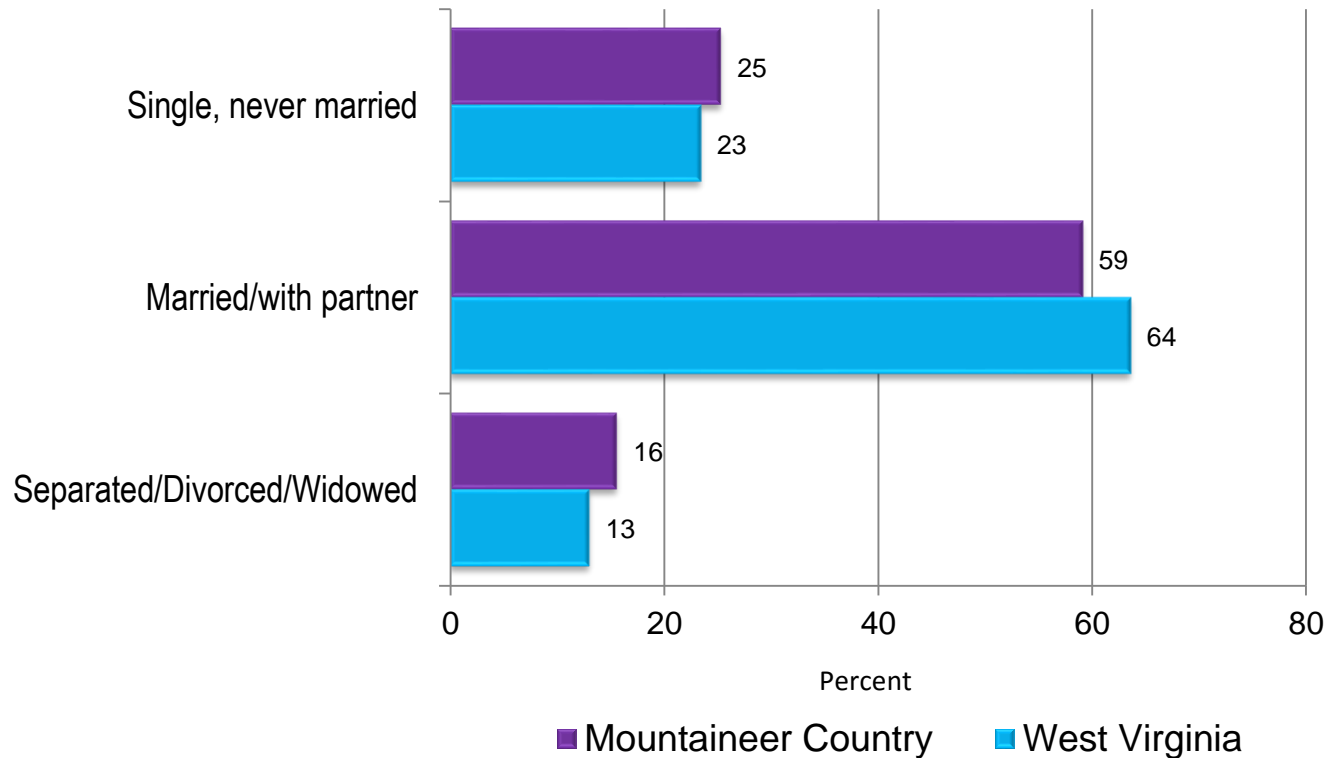
Base: Overnight Person-Trips to West Virginia



# Marital Status – Mountaineer Country



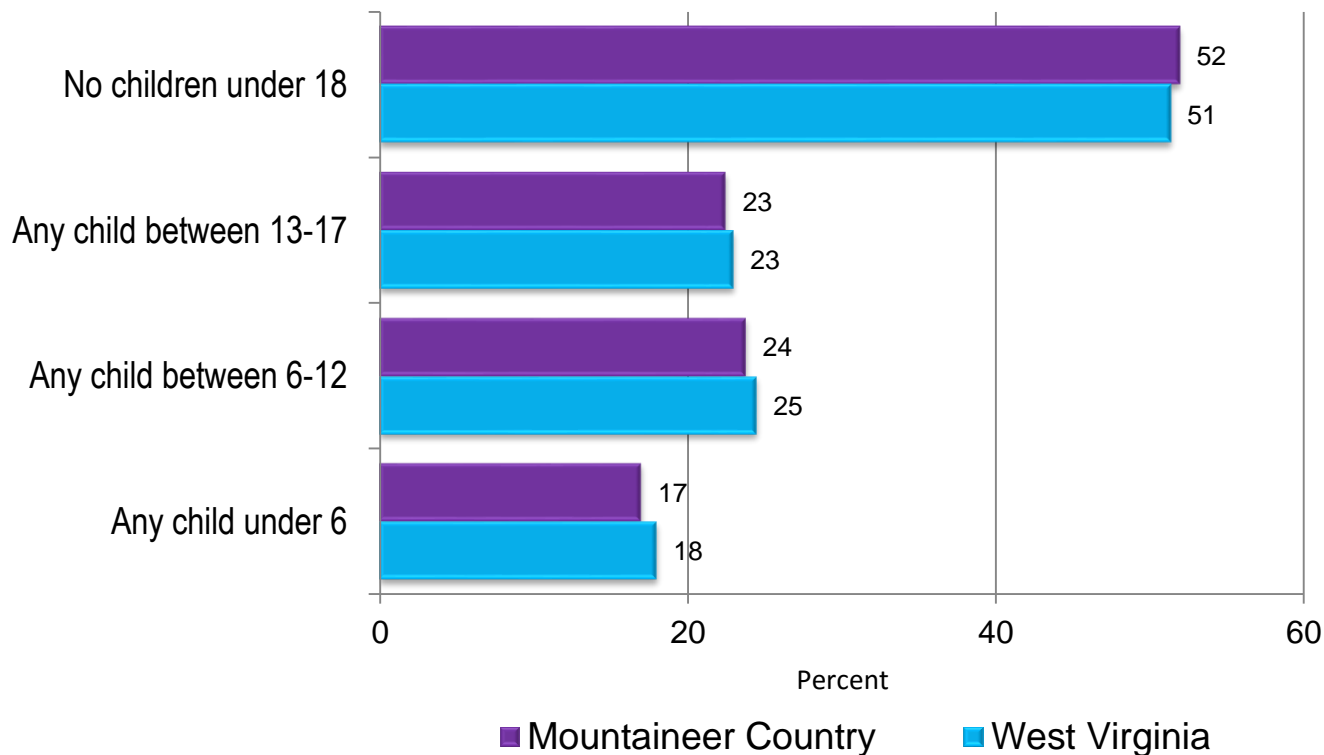
Base: Overnight Person-Trips to West Virginia



# Children in Household – Mountaineer Country



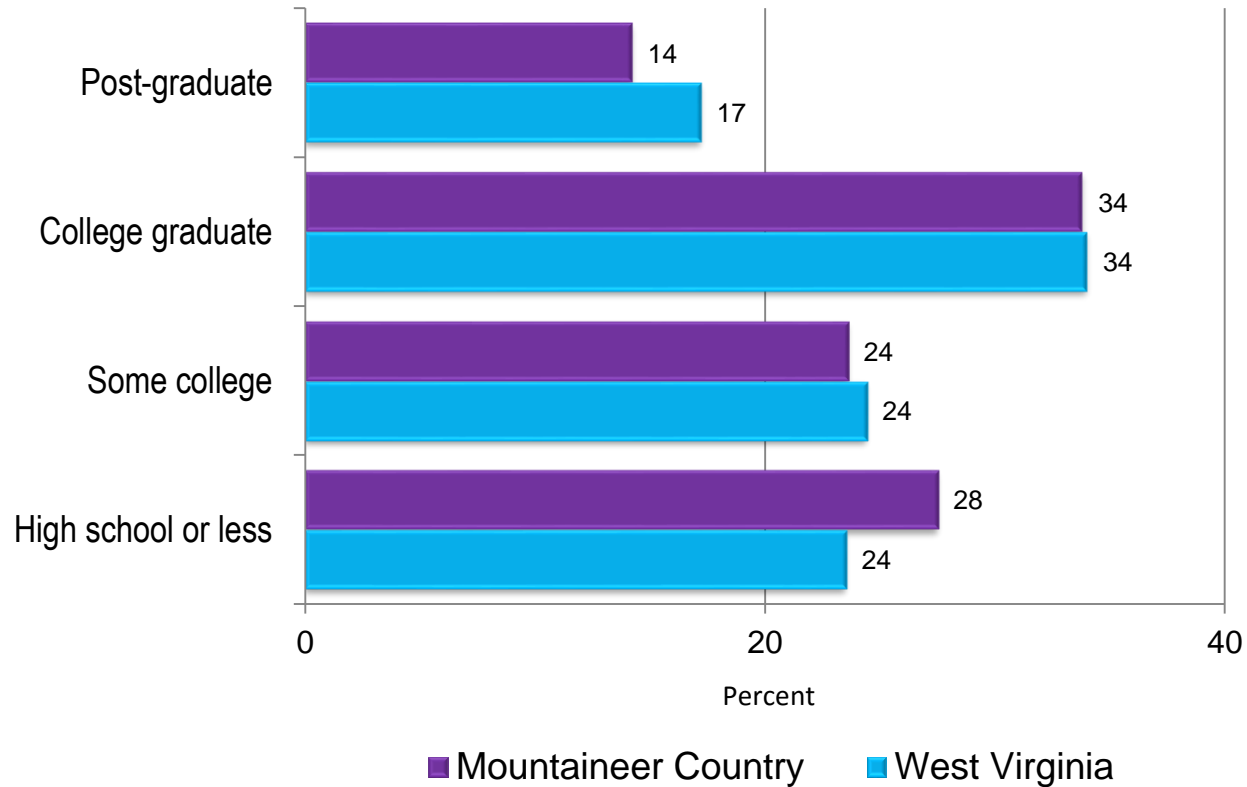
Base: Overnight Person-Trips to West Virginia



# Education – Mountaineer Country



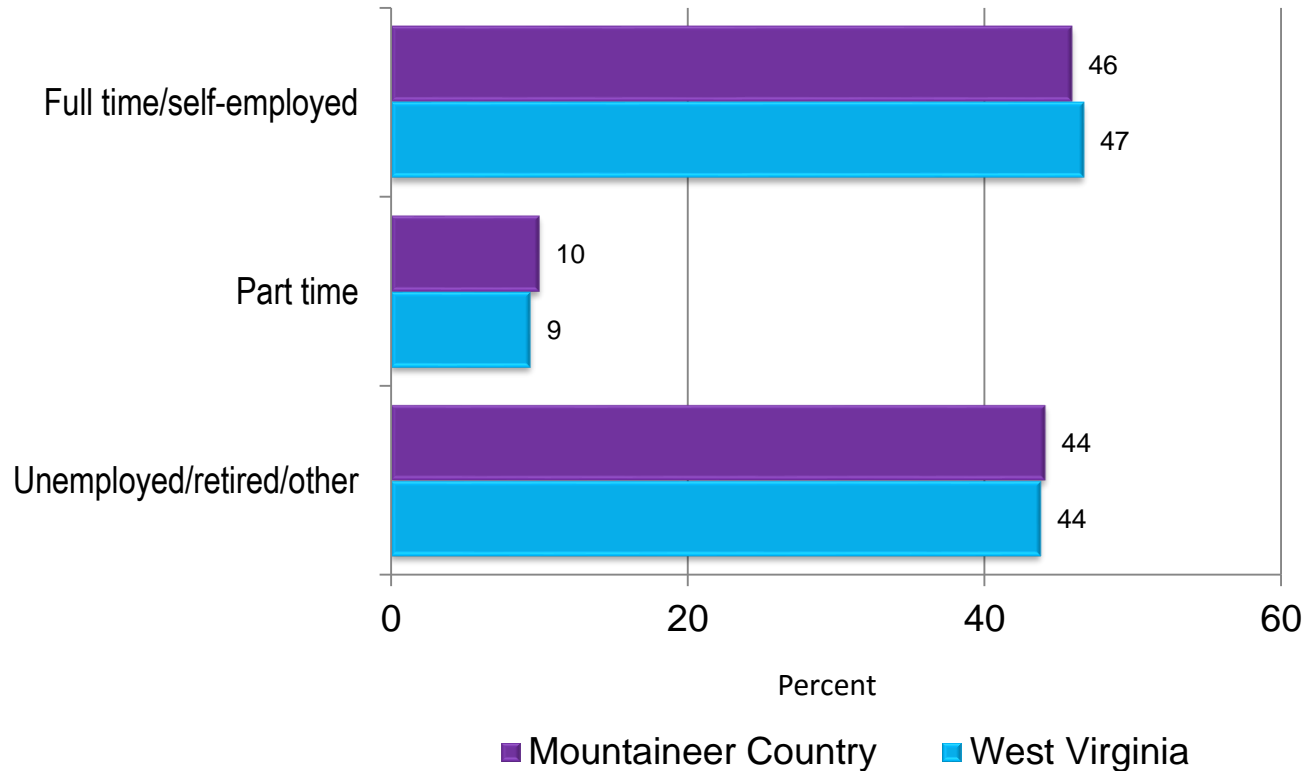
Base: Overnight Person-Trips to West Virginia



# Employment – Mountaineer Country



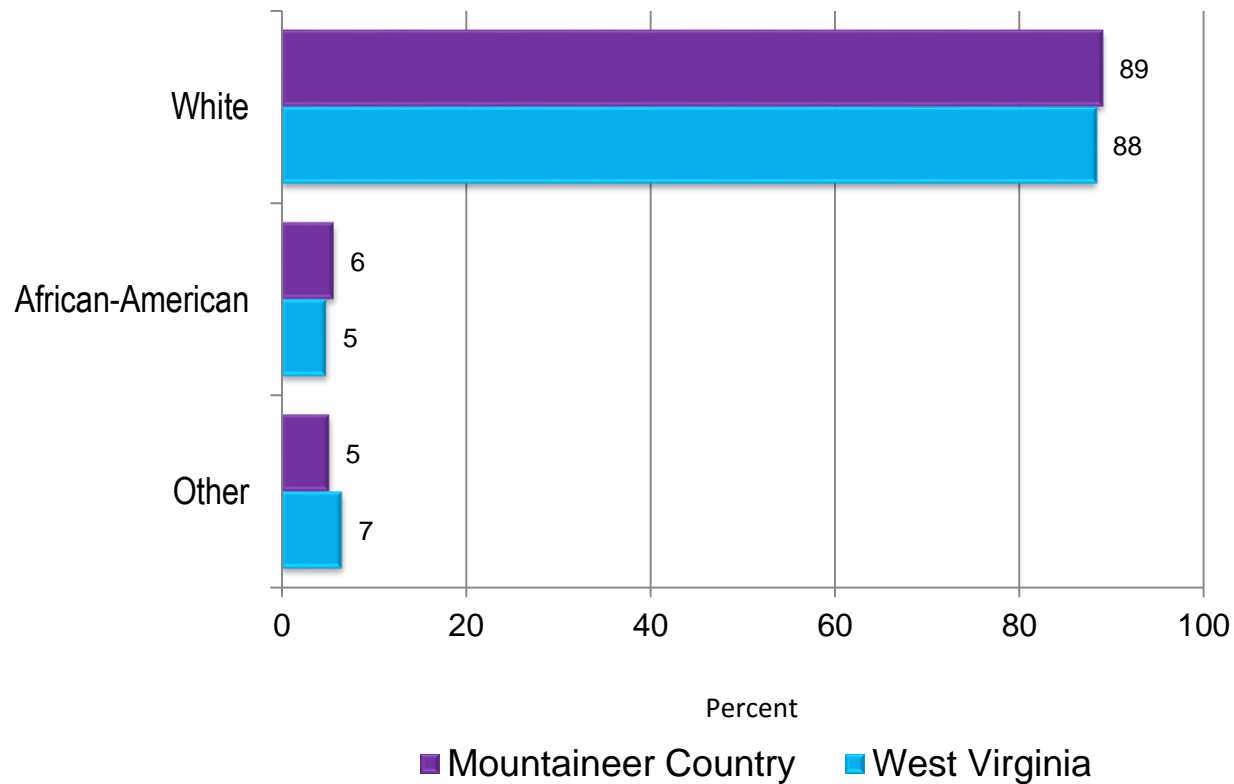
Base: Overnight Person-Trips to West Virginia



# Race — Mountaineer Country



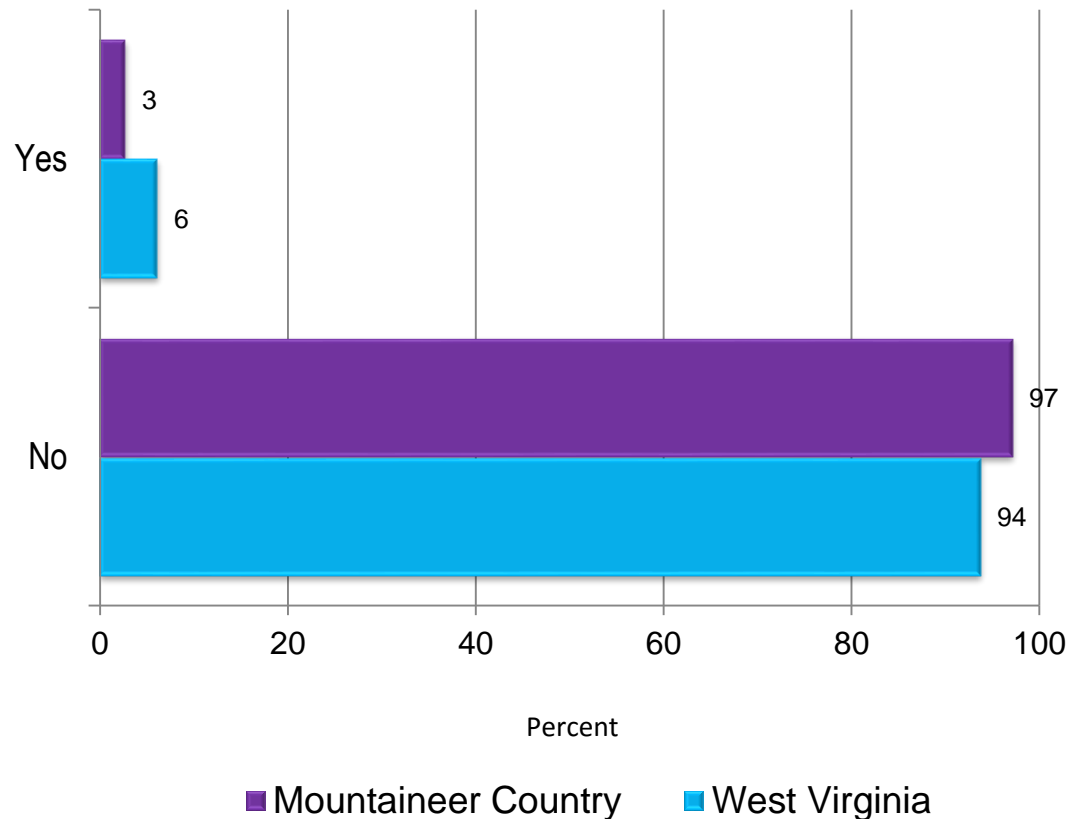
Base: Overnight Person-Trips to West Virginia



# Hispanic Background – Mountaineer Country



Base: Overnight Person-Trips to West Virginia





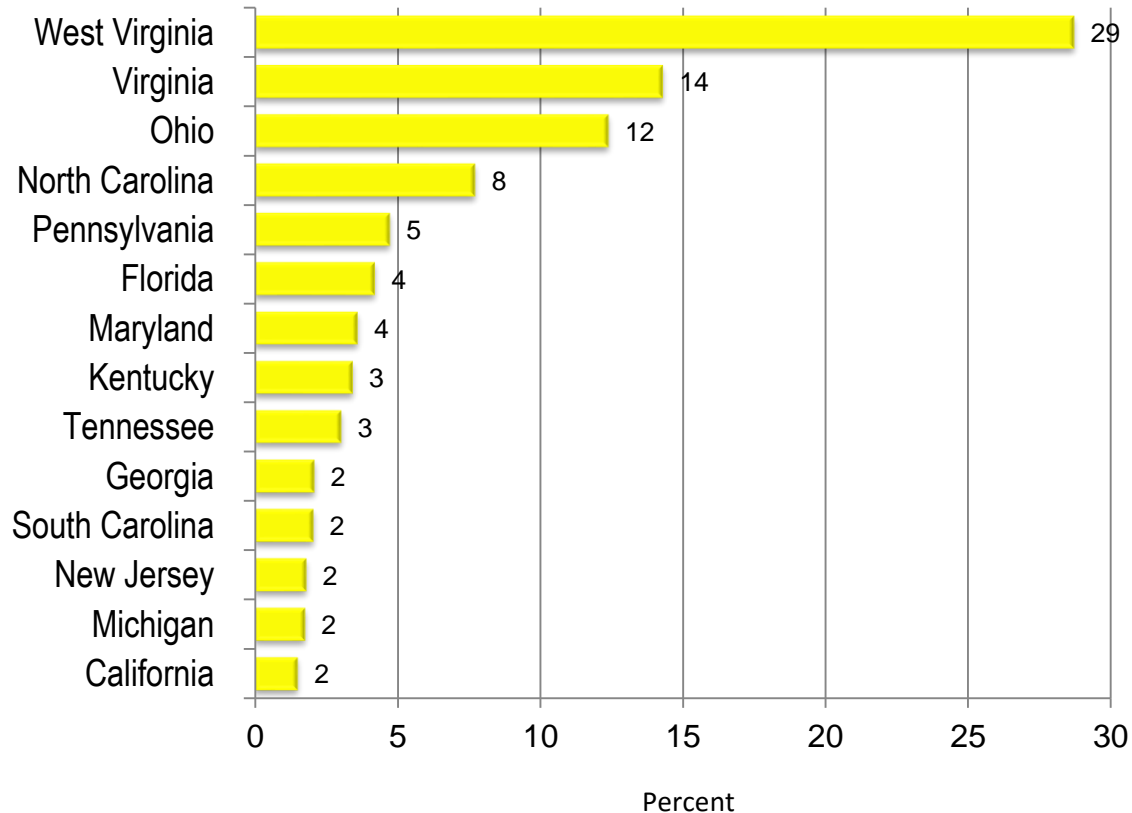
# New River/Greenbrier Valley



# State Origin Of Overnight Trip — New River/Greenbrier Valley



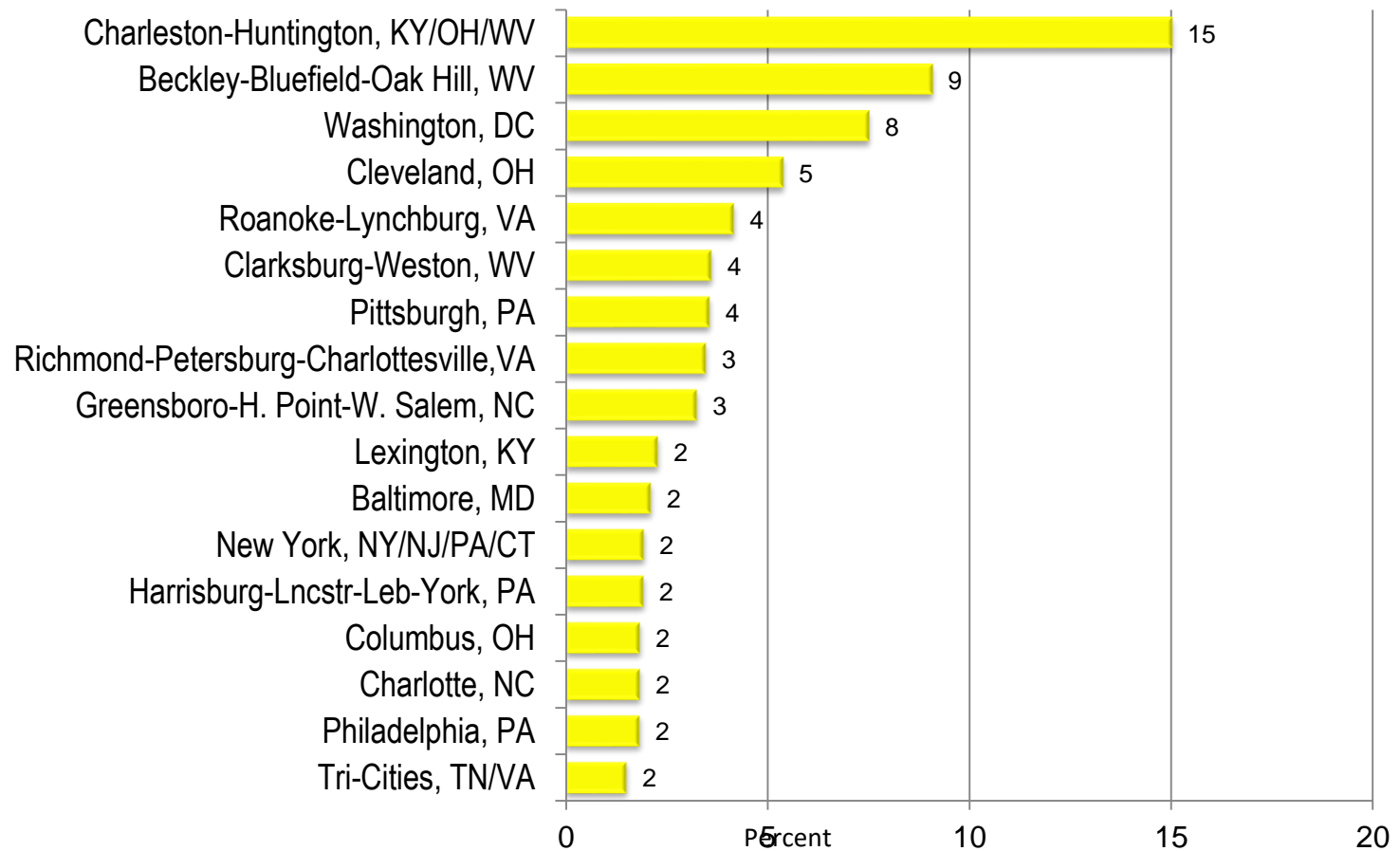
Base: Overnight Person-Trips to New River/Greenbrier Valley



# DMA Origin Of Overnight Trip — New River/Greenbrier Valley



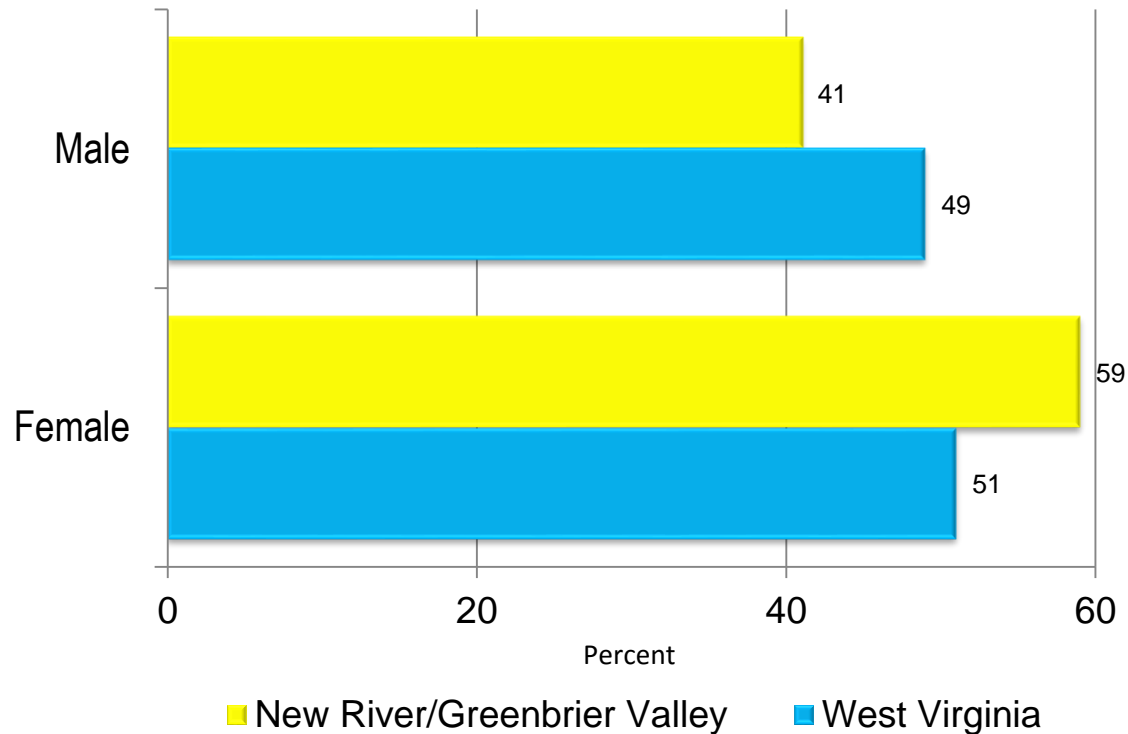
Base: Overnight Person-Trips to New River/Greenbrier Valley



# Gender — New River/Greenbrier Valley



Base: Overnight Person-Trips to West Virginia



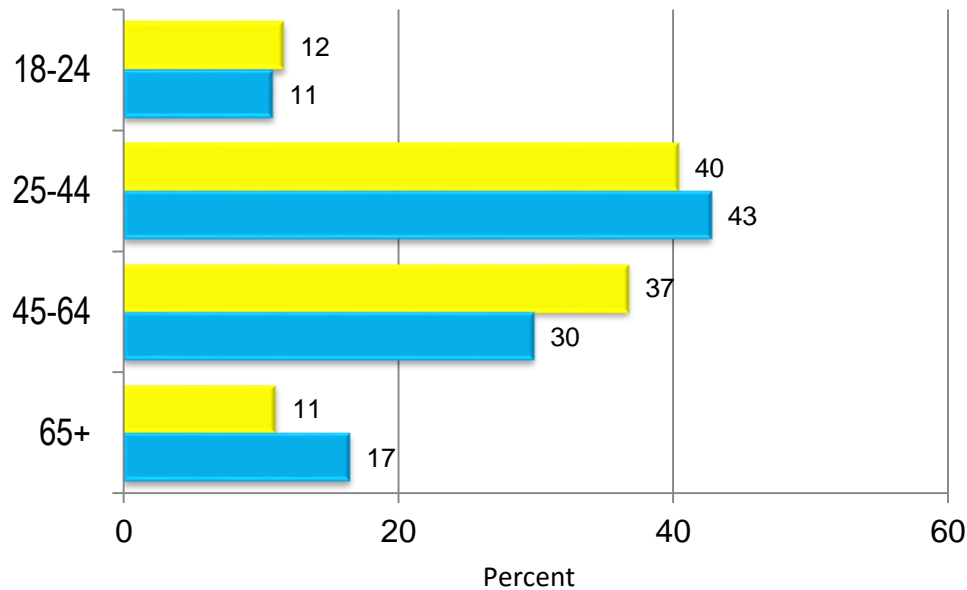
# Age — New River/Greenbrier Valley



Base: Overnight Person-Trips to West Virginia

**Average Age  
New River/Greenbrier Valley  
= 44.0**

**Average Age  
West Virginia  
= 44.7**



■ New River/Greenbrier Valley ■ West Virginia

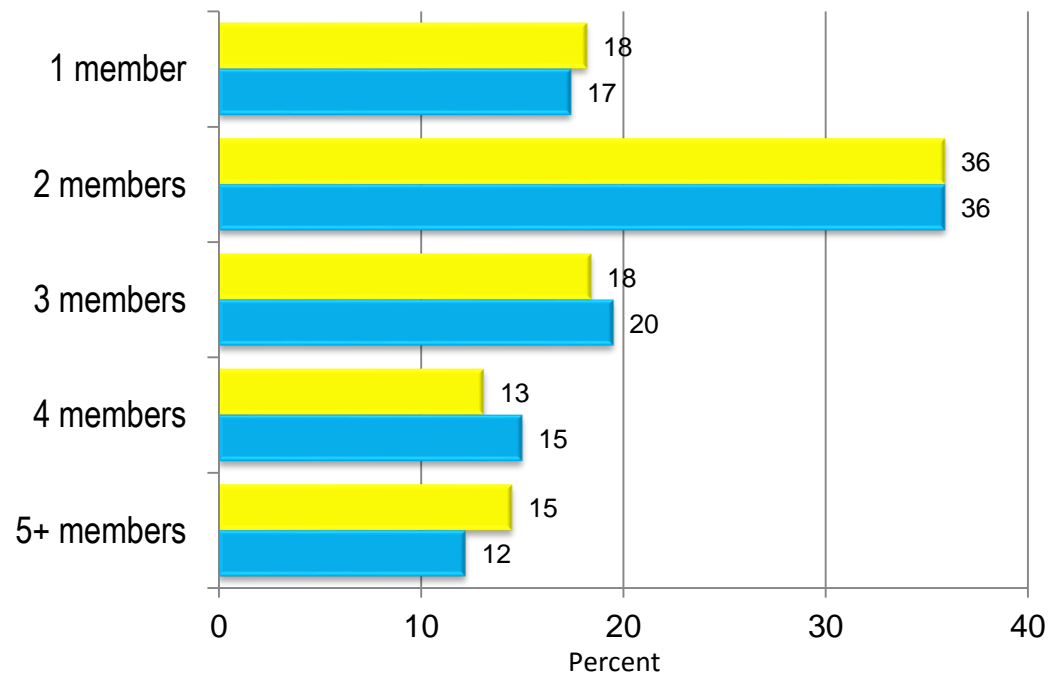
# Household Size – New River/Greenbrier Valley



Base: Overnight Person-Trips to West Virginia

**Average Size**  
New River/Greenbrier Valley = 2.9

**Average Size**  
West Virginia = 2.8

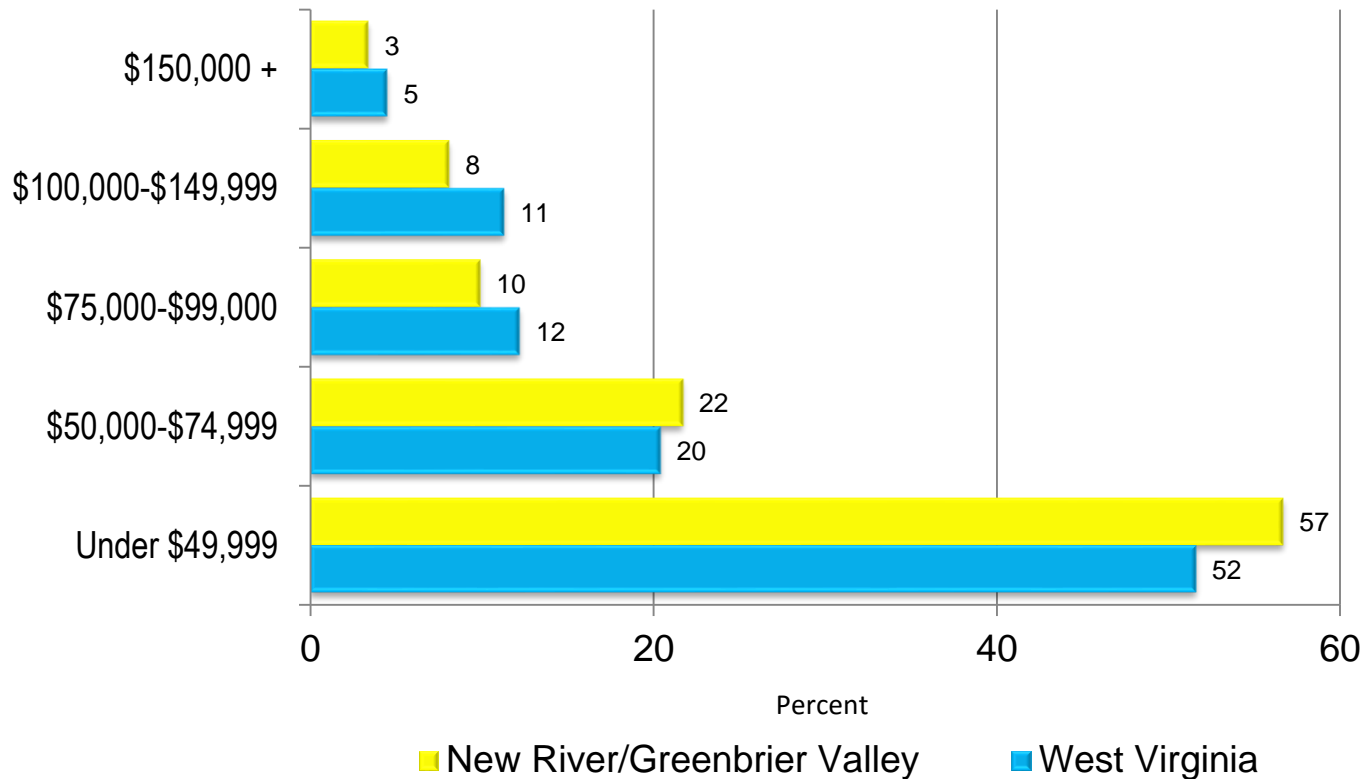


■ New River/Greenbrier Valley ■ West Virginia

# Household Income – New River/Greenbrier Valley



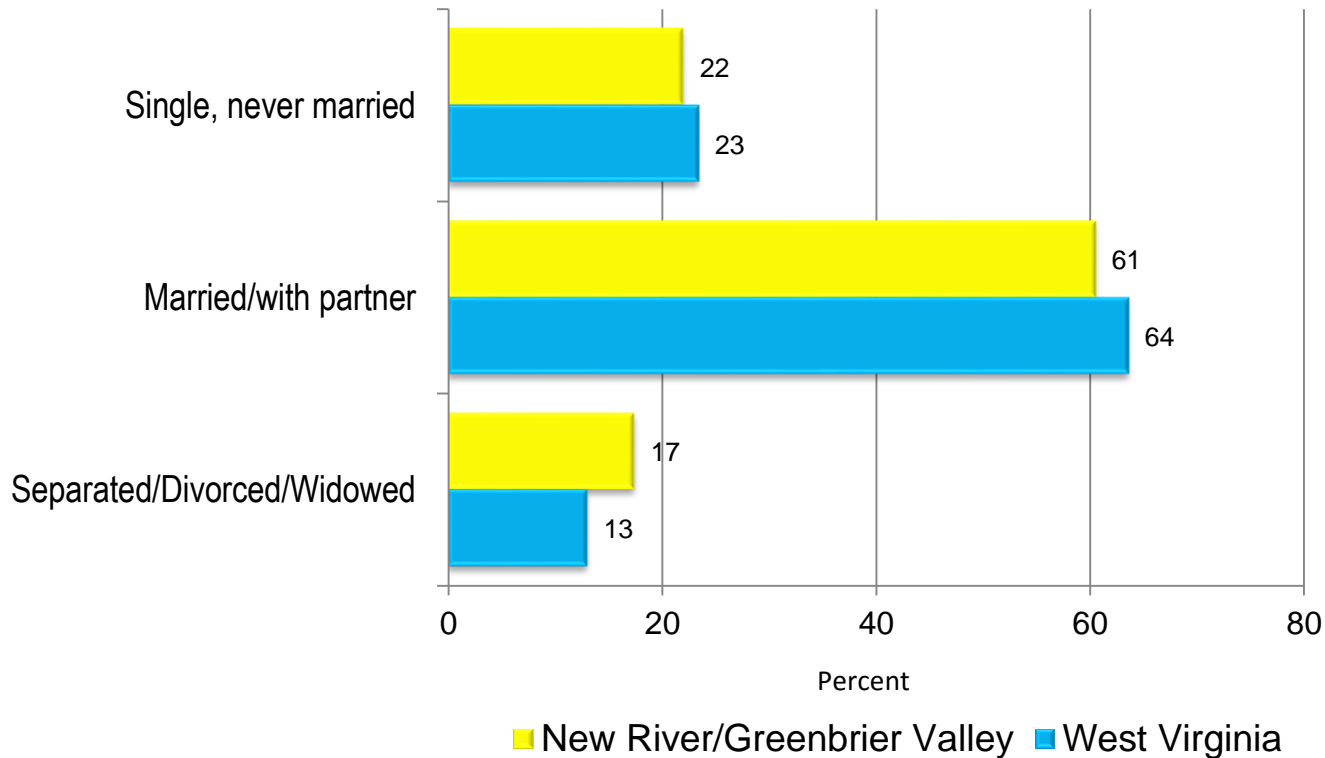
Base: Overnight Person-Trips to West Virginia



# Marital Status – New River/Greenbrier Valley



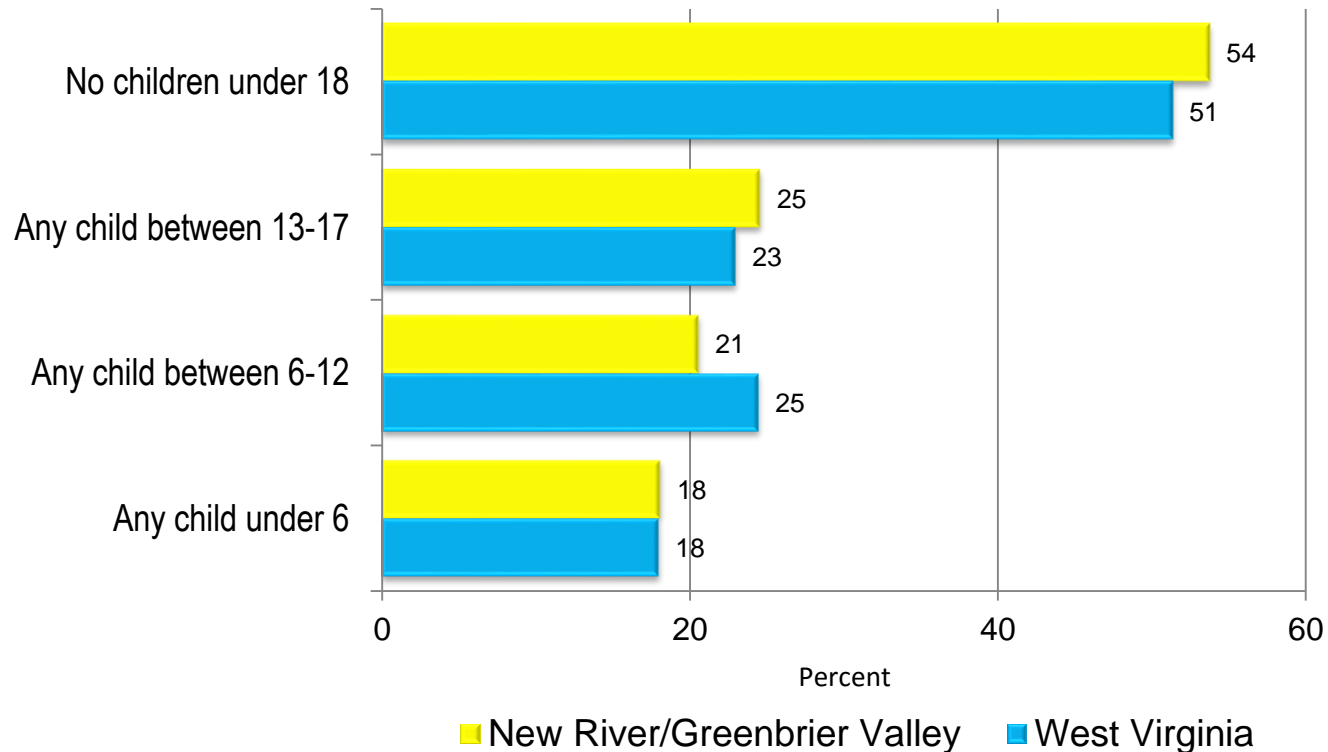
Base: Overnight Person-Trips to West Virginia



# Children in Household – New River/Greenbrier Valley



Base: Overnight Person-Trips to West Virginia

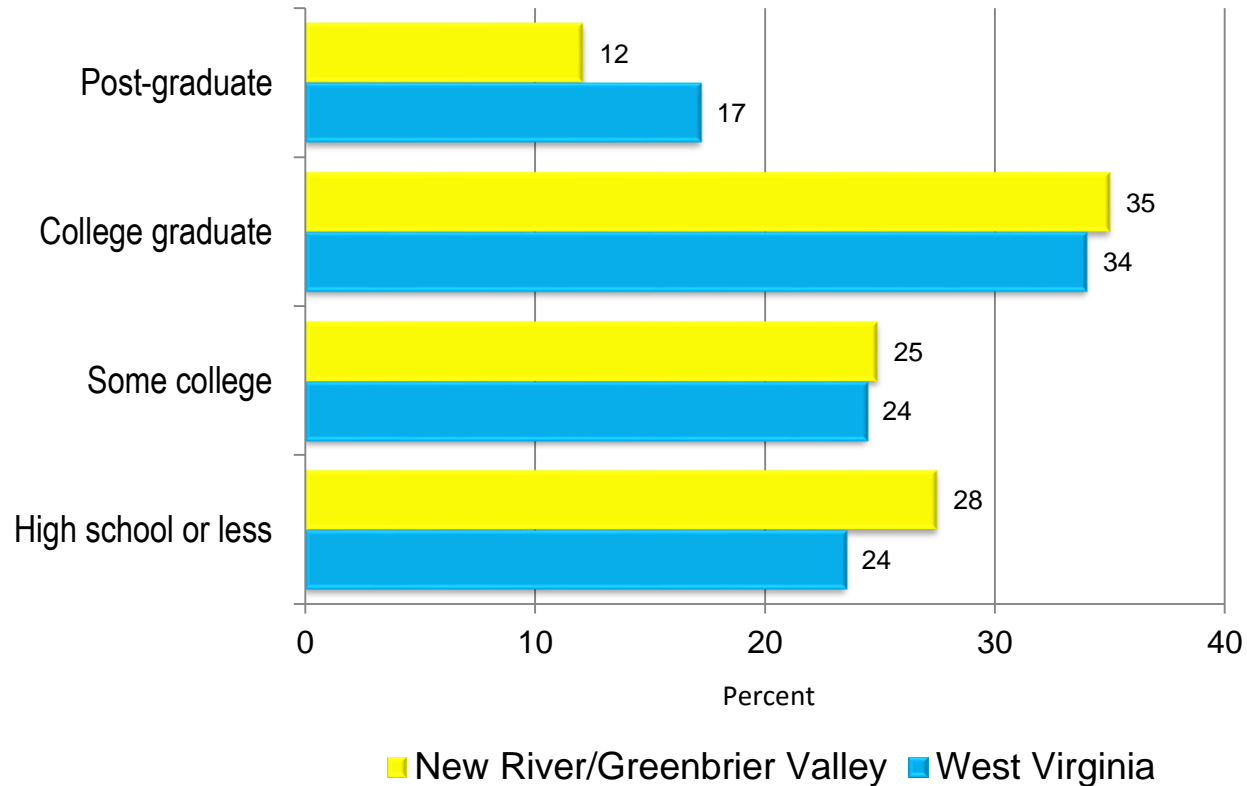




# Education – New River/Greenbrier Valley



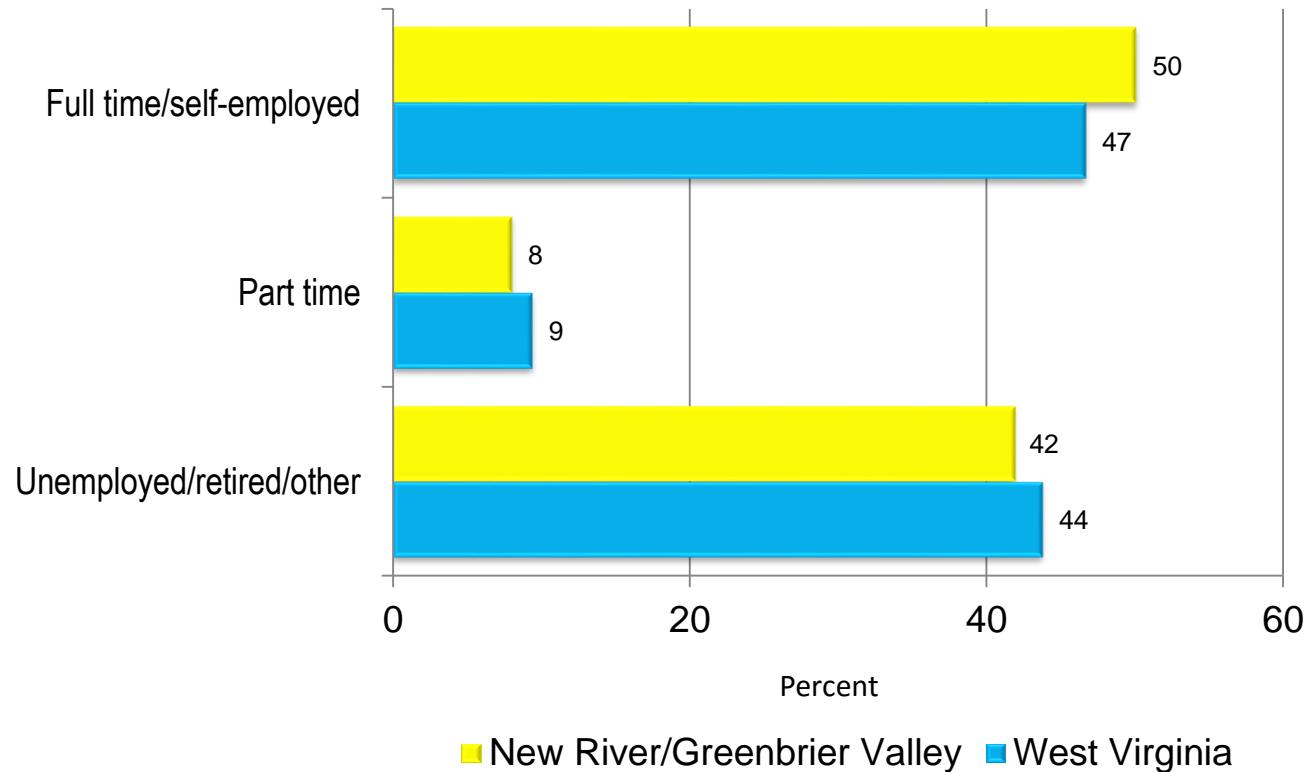
Base: Overnight Person-Trips to West Virginia



# Employment – New River/Greenbrier Valley



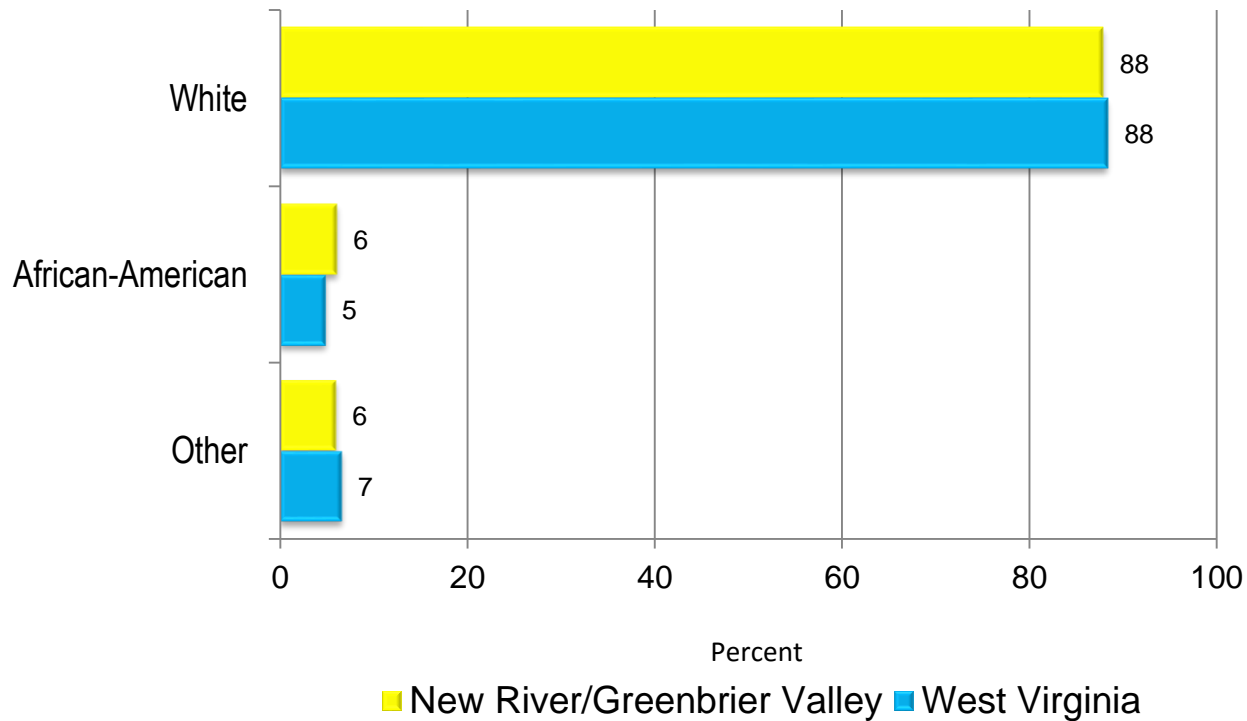
Base: Overnight Person-Trips to West Virginia



# Race — New River/Greenbrier Valley



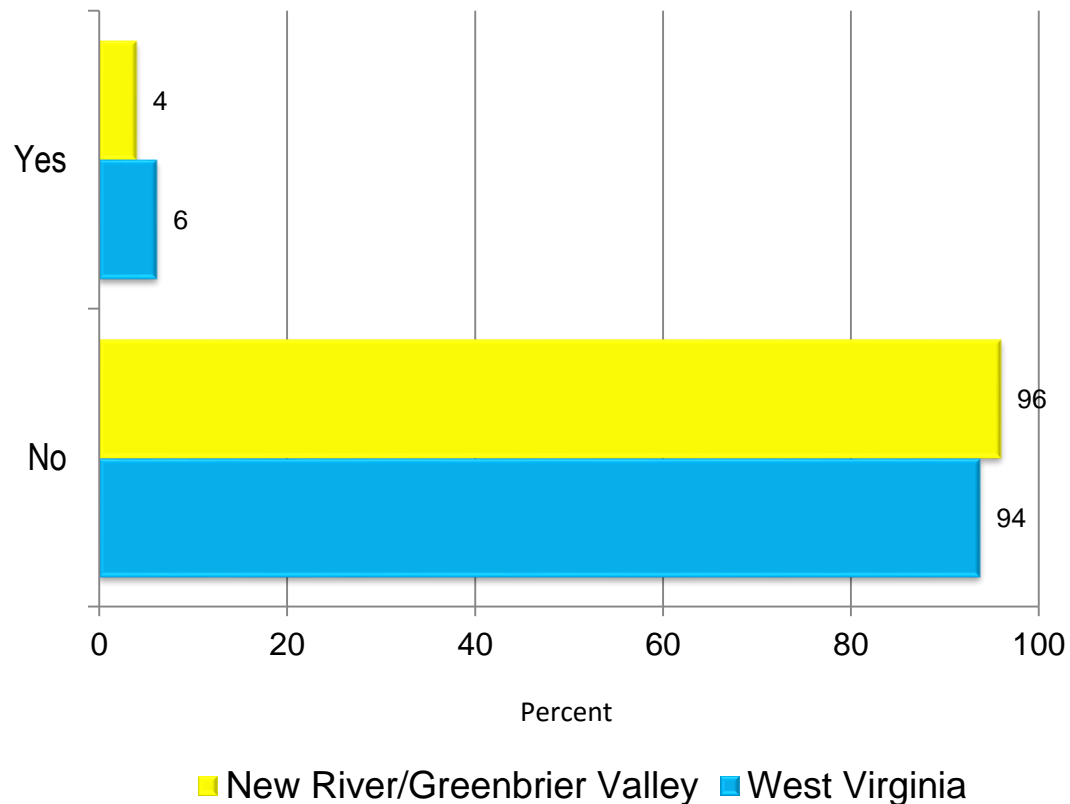
Base: Overnight Person-Trips to West Virginia



# Hispanic Background – New River/Greenbrier Valley



Base: Overnight Person-Trips to West Virginia



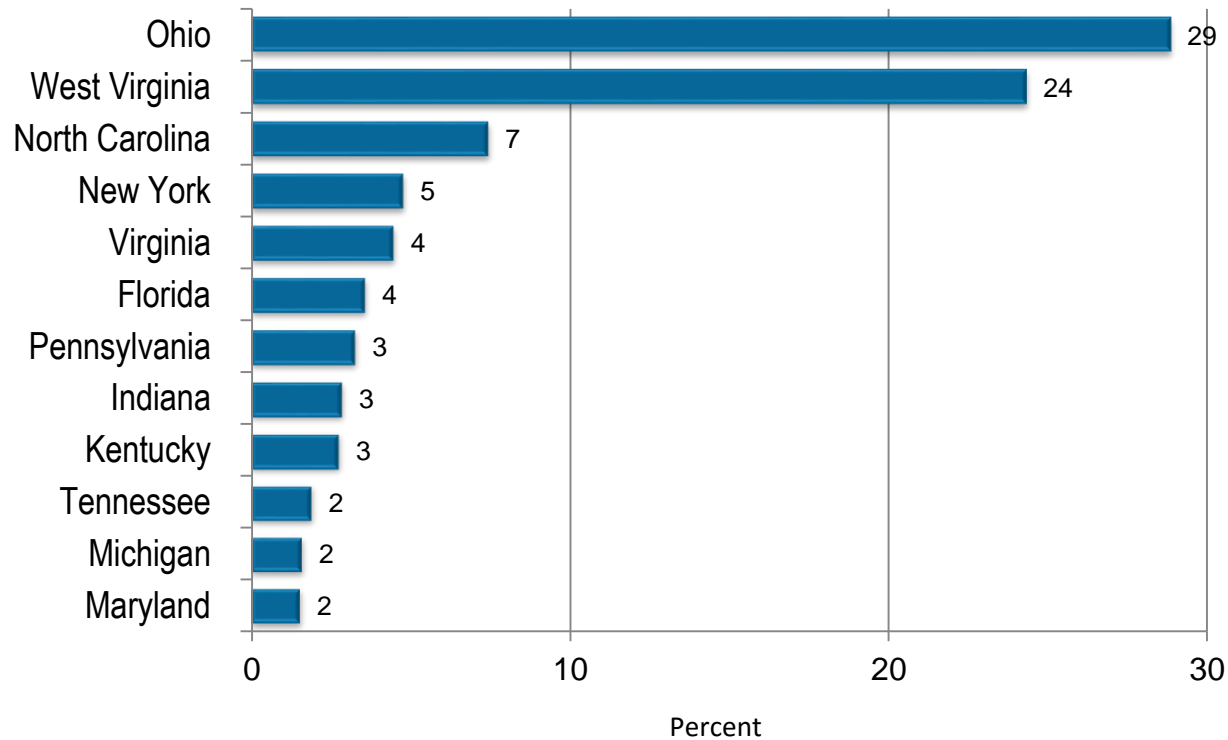


# Mid-Ohio Valley

# State Origin Of Overnight Trip — Mid-Ohio Valley



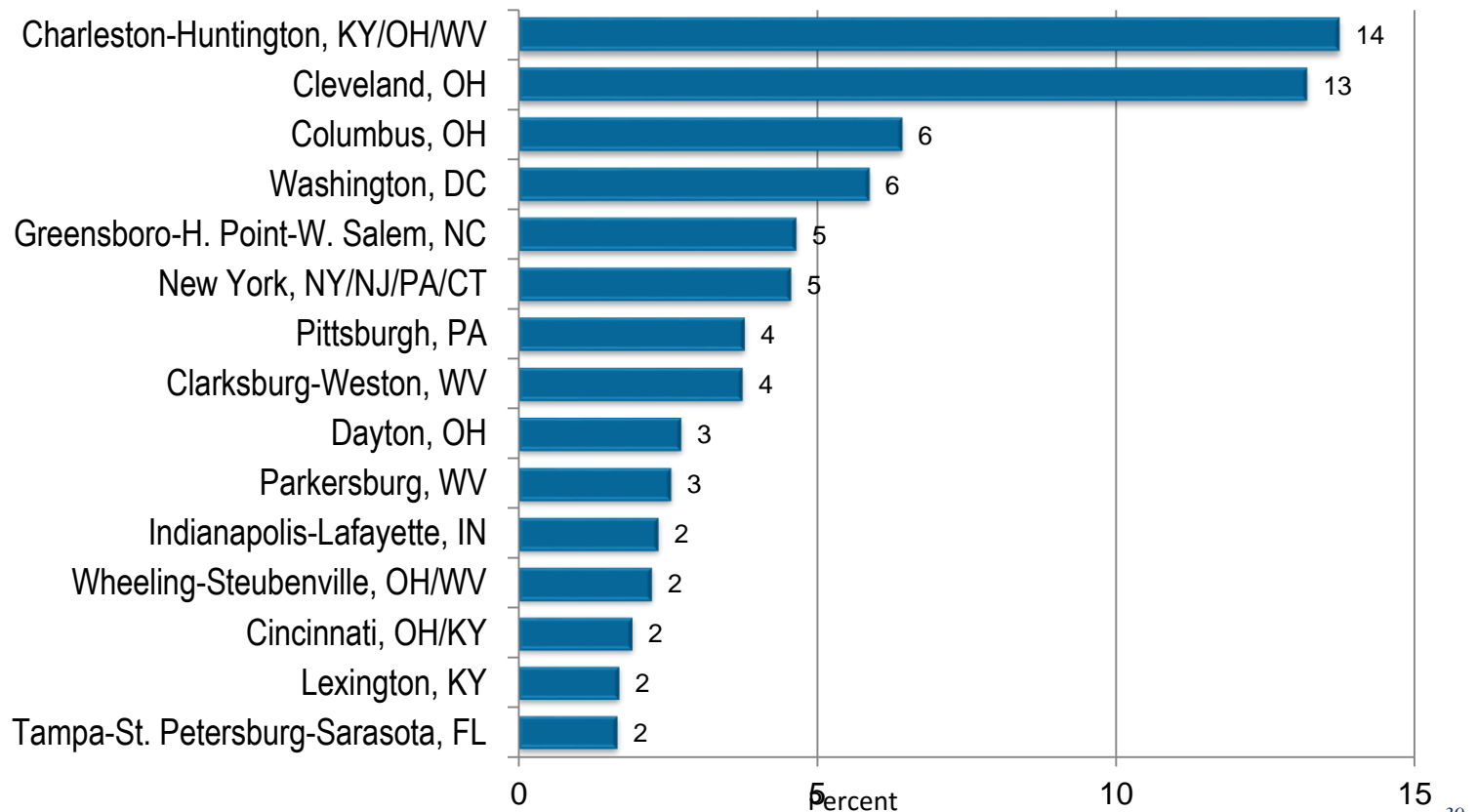
Base: Overnight Person-Trips to the Mid-Ohio Valley



# DMA Origin Of Overnight Trip — Mid-Ohio Valley



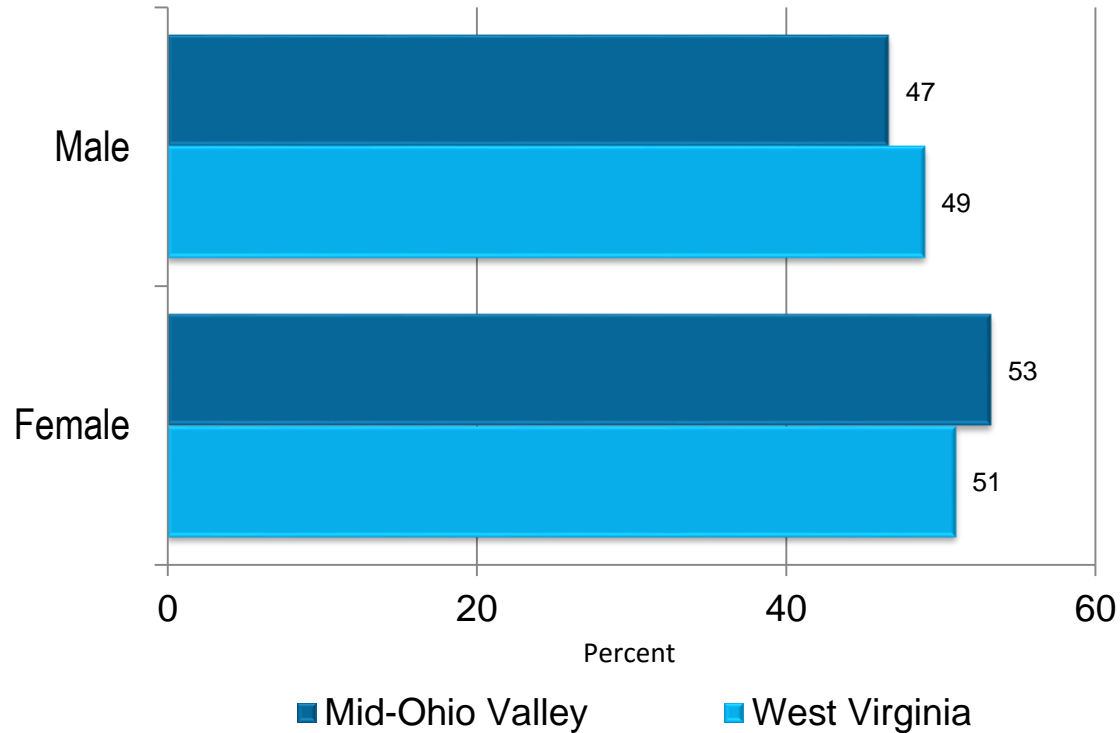
Base: Overnight Person-Trips to the Mid-Ohio Valley



# Gender — Mid-Ohio Valley



Base: Overnight Person-Trips to West Virginia





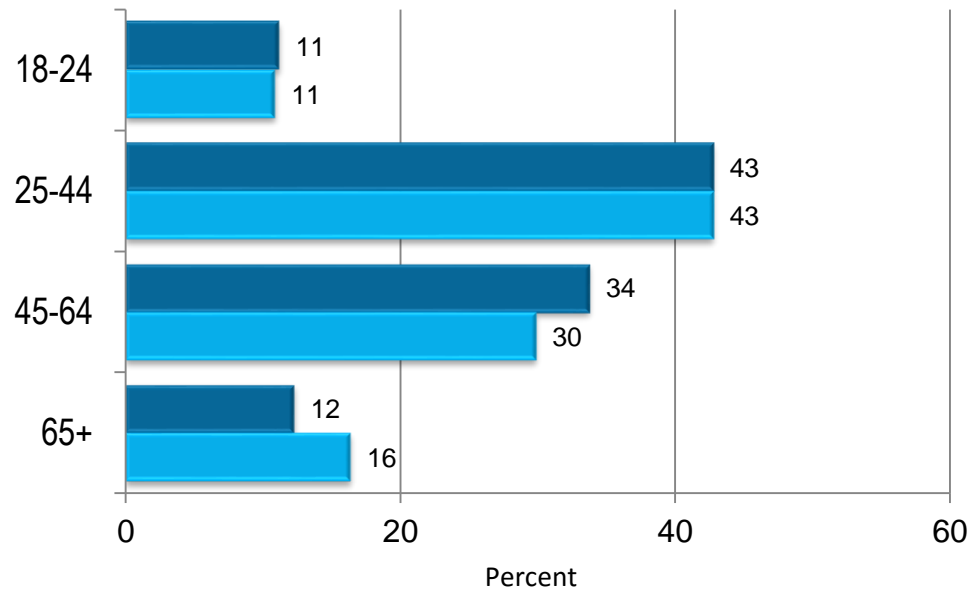
# Age — Mid-Ohio Valley



Base: Overnight Person-Trips to West Virginia

**Average Age  
Mid-Ohio Valley  
= 44.0**

**Average Age  
West Virginia  
= 44.7**

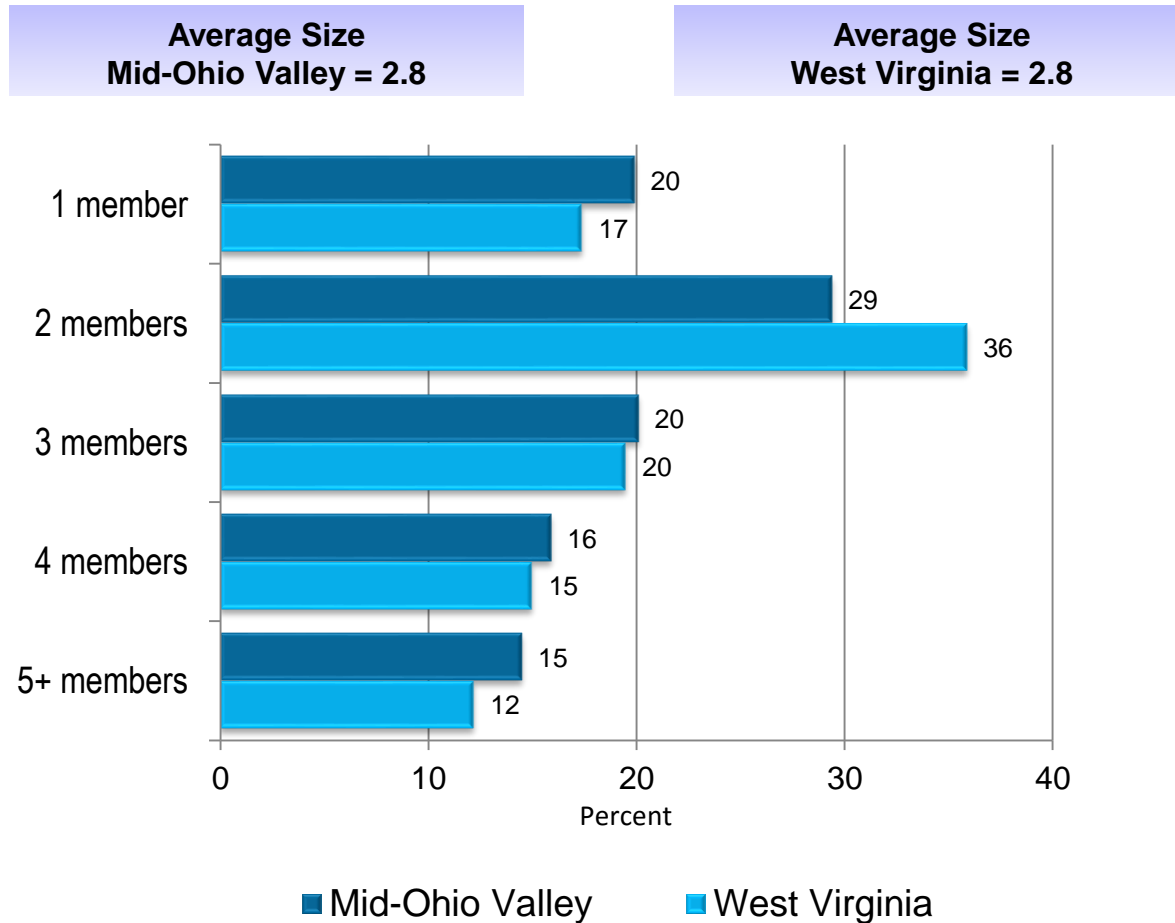


■ Mid-Ohio Valley    ■ West Virginia

# Household Size — Mid-Ohio Valley



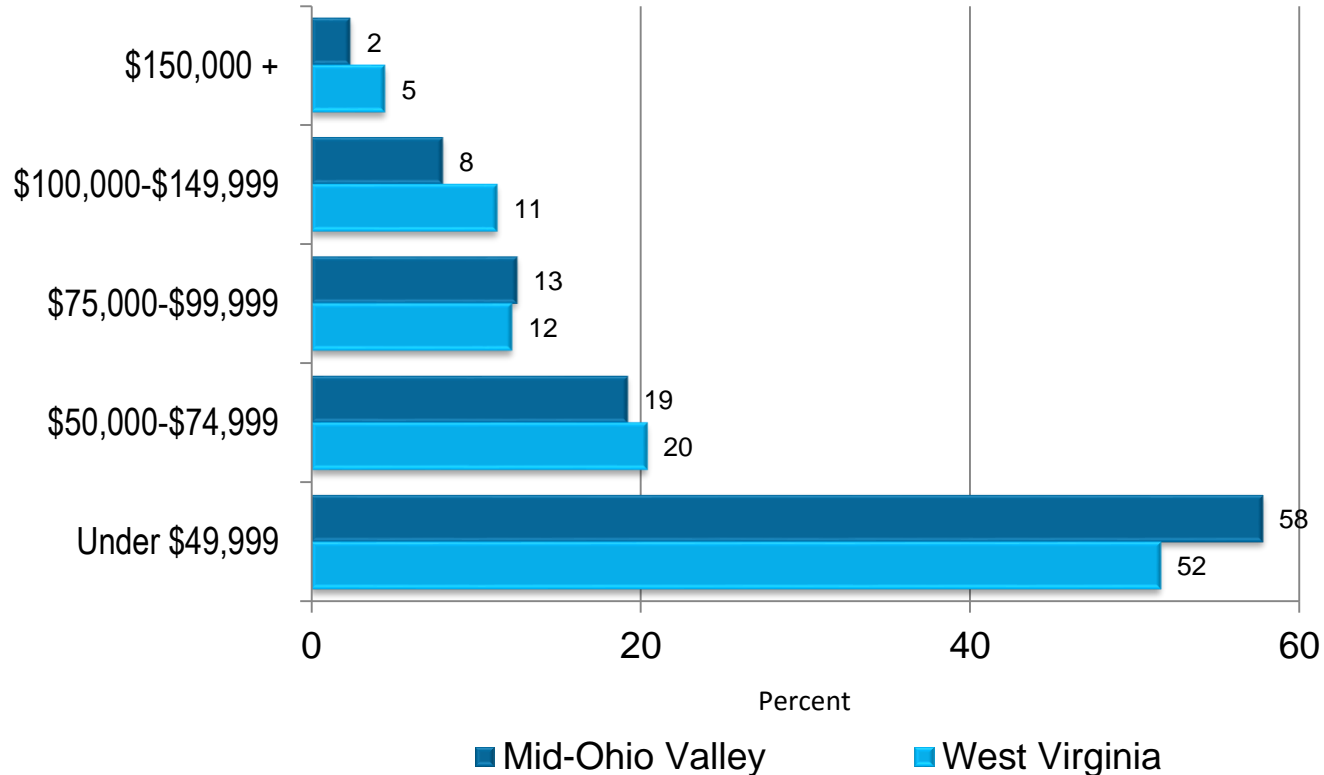
Base: Overnight Person-Trips to West Virginia



# Household Income – Mid-Ohio Valley



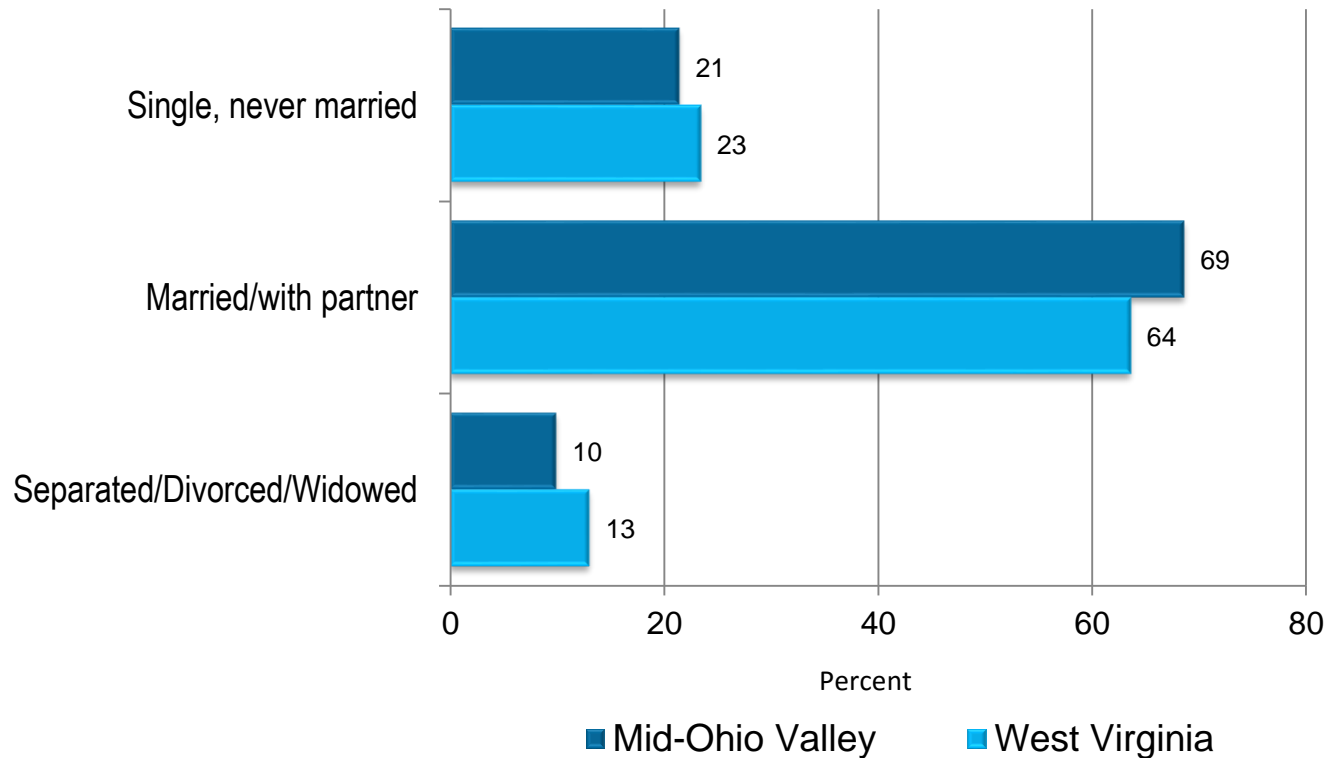
Base: Overnight Person-Trips to West Virginia



# Marital Status — Mid-Ohio Valley



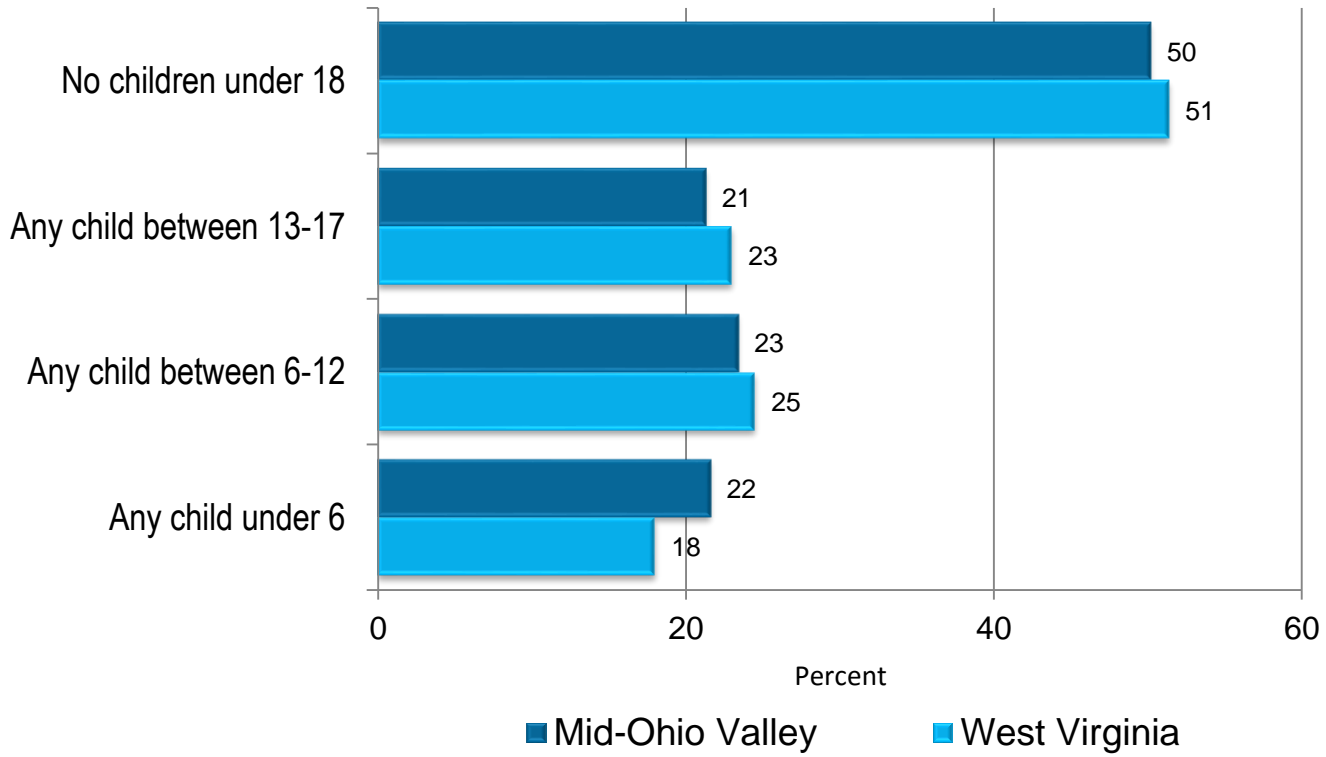
Base: Overnight Person-Trips to West Virginia



# Children in Household – Mid-Ohio Valley



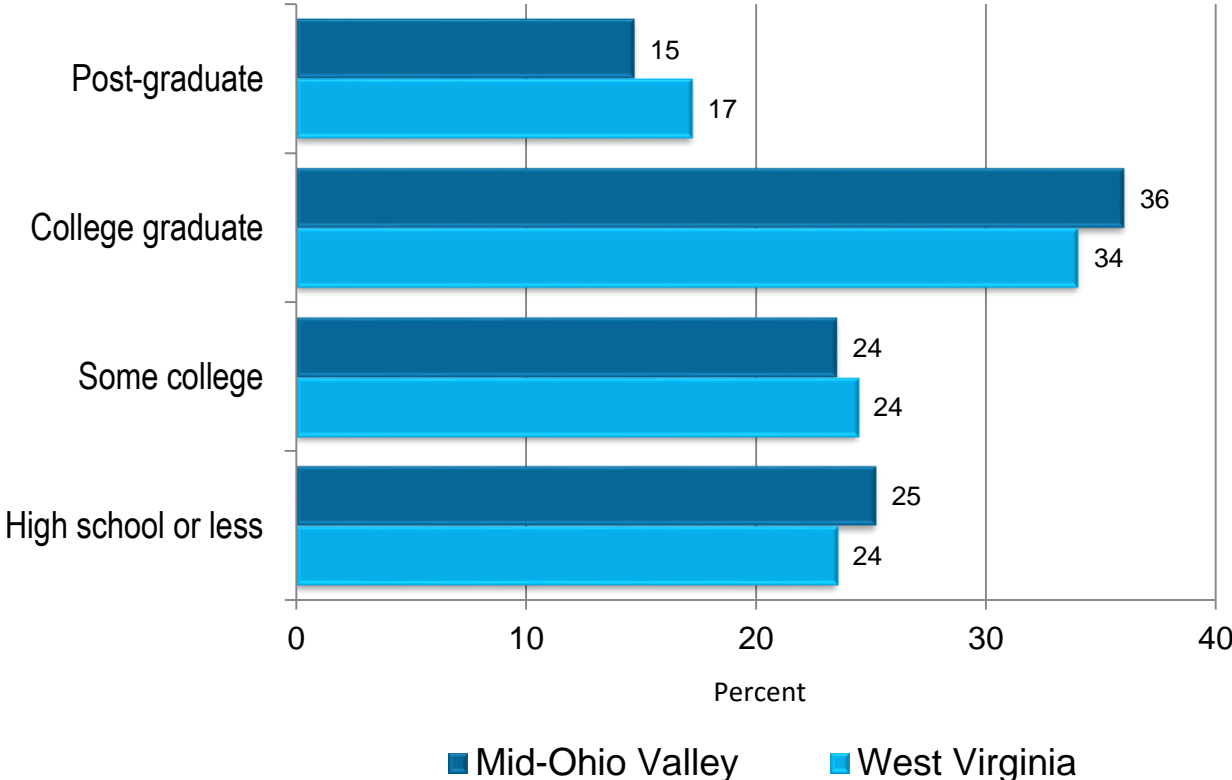
Base: Overnight Person-Trips to West Virginia



# Education — Mid-Ohio Valley



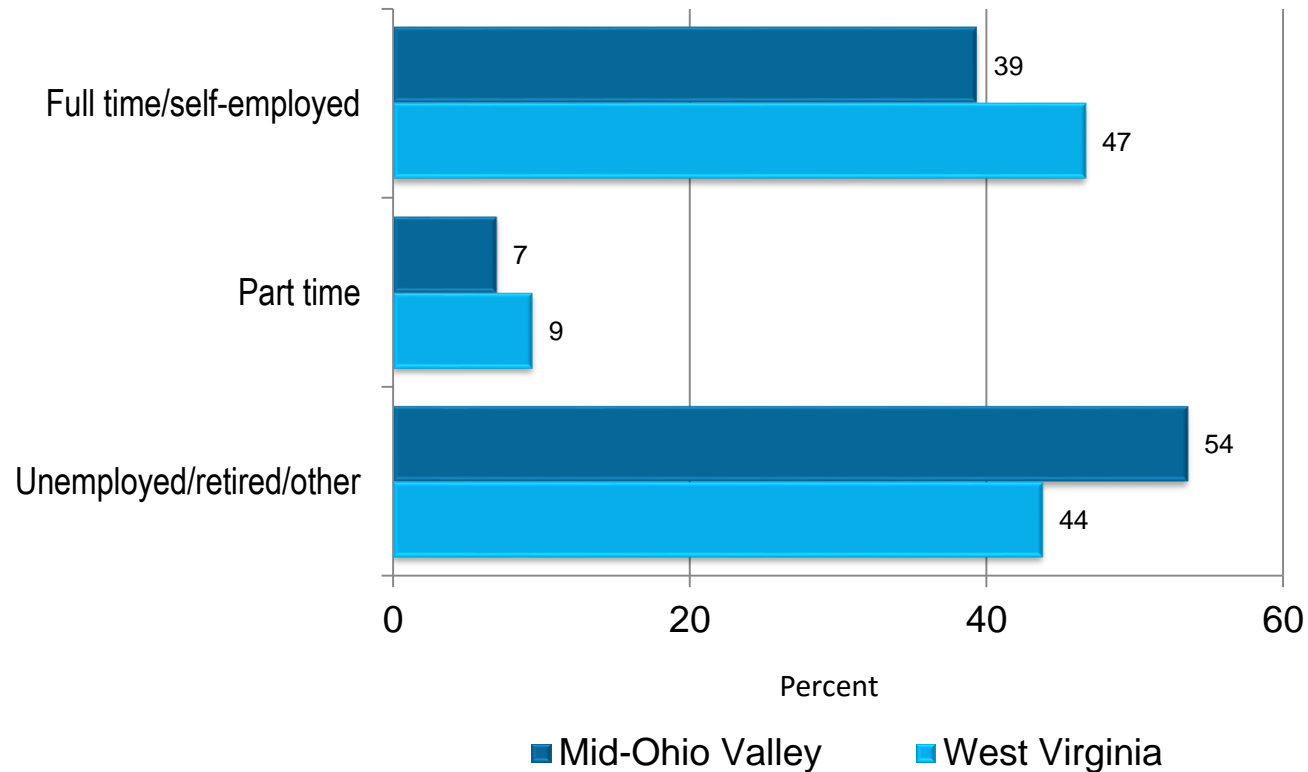
Base: Overnight Person-Trips to West Virginia



# Employment — Mid-Ohio Valley



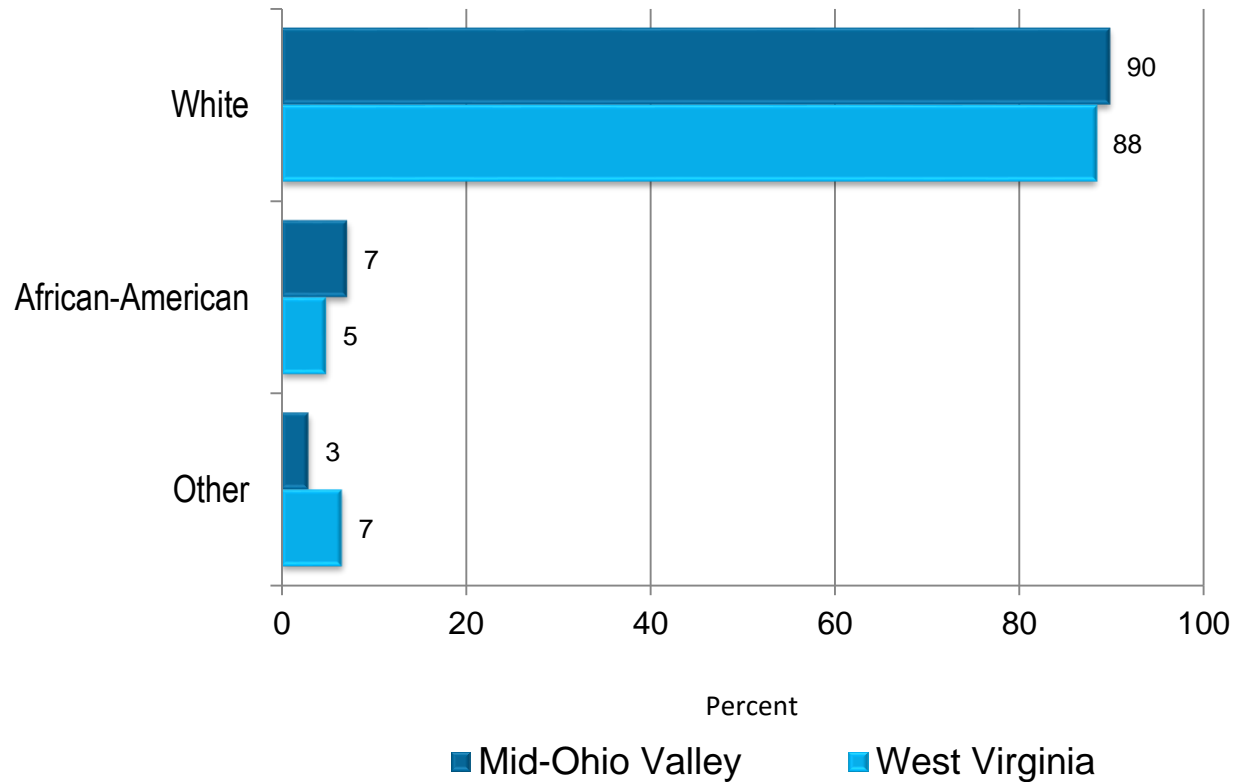
Base: Overnight Person-Trips to West Virginia



# Race — Mid-Ohio Valley



Base: Overnight Person-Trips to West Virginia

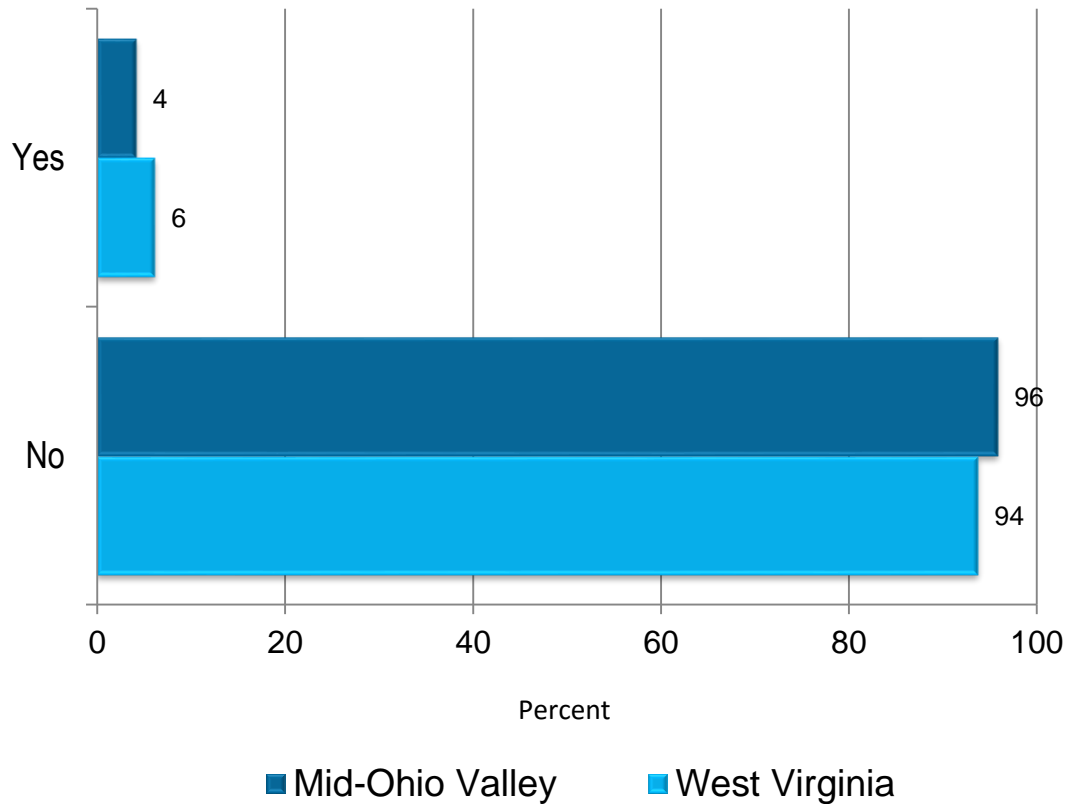




# Hispanic Background – Mid-Ohio Valley



Base: Overnight Person-Trips to West Virginia



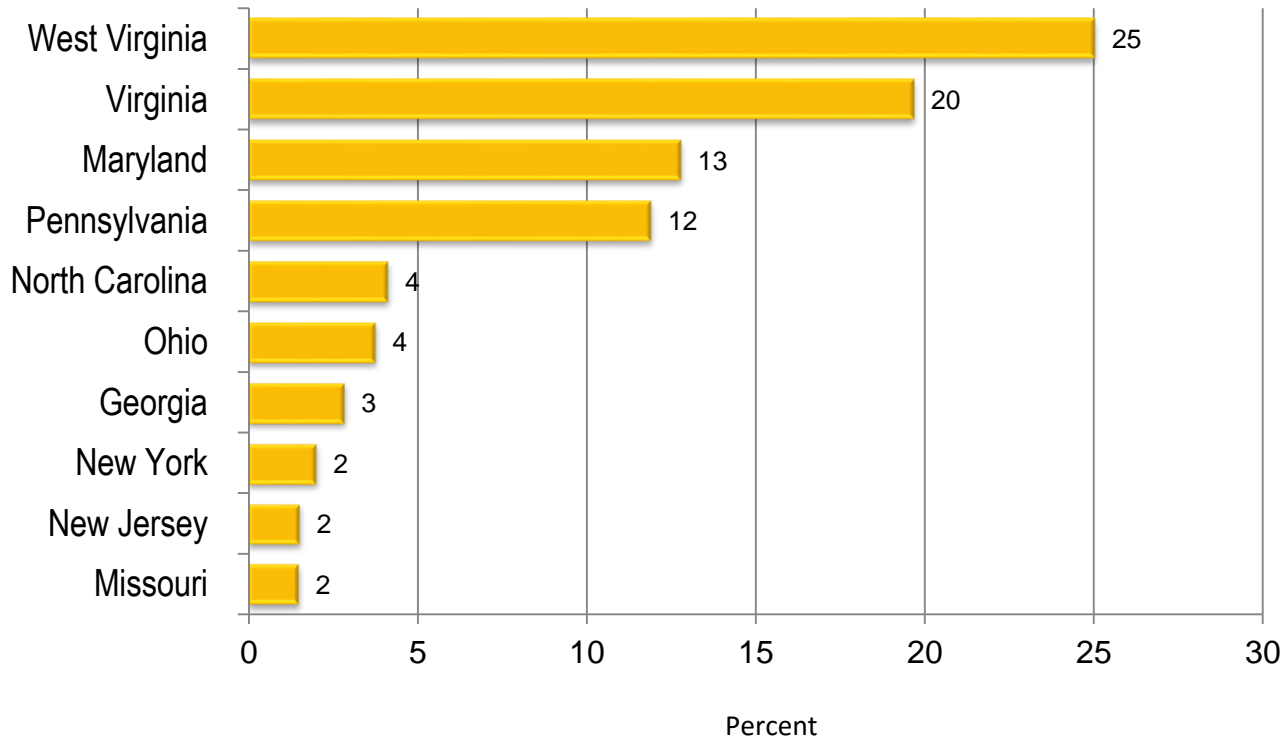


# Potomac Highlands

# State Origin Of Overnight Trip — Potomac Highlands



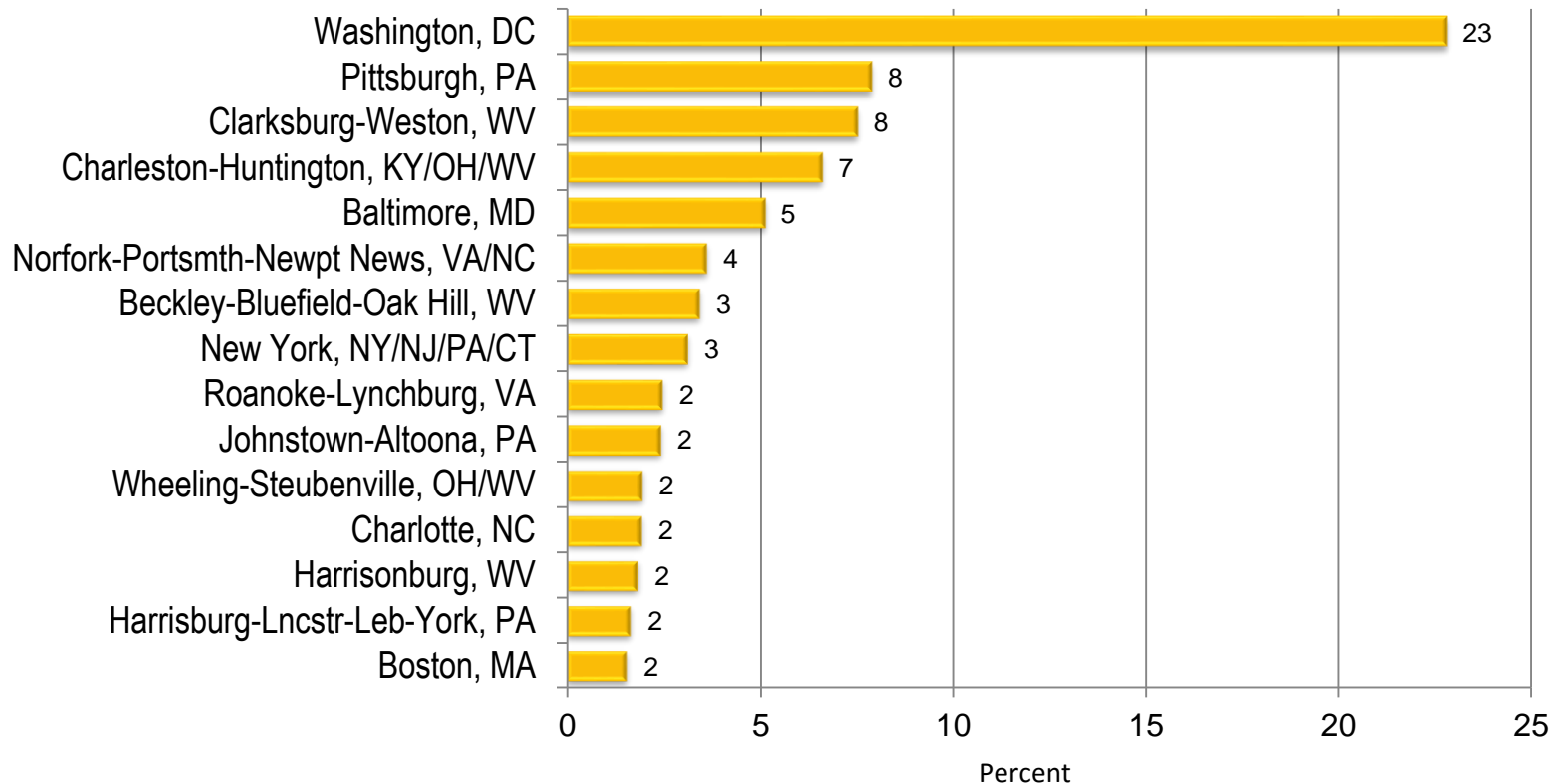
Base: Overnight Person-Trips to Potomac Highlands



# DMA Origin Of Overnight Trip — Potomac Highlands



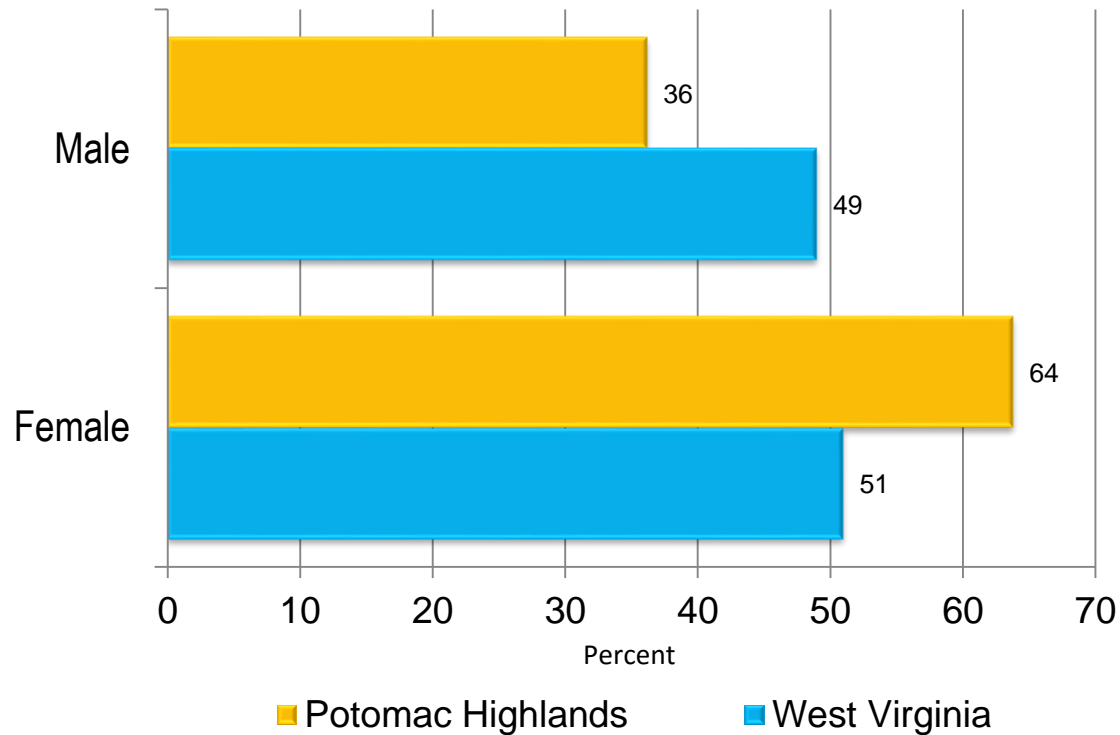
Base: Overnight Person-Trips to Potomac Highlands



# Gender – Potomac Highlands



Base: Overnight Person-Trips to West Virginia



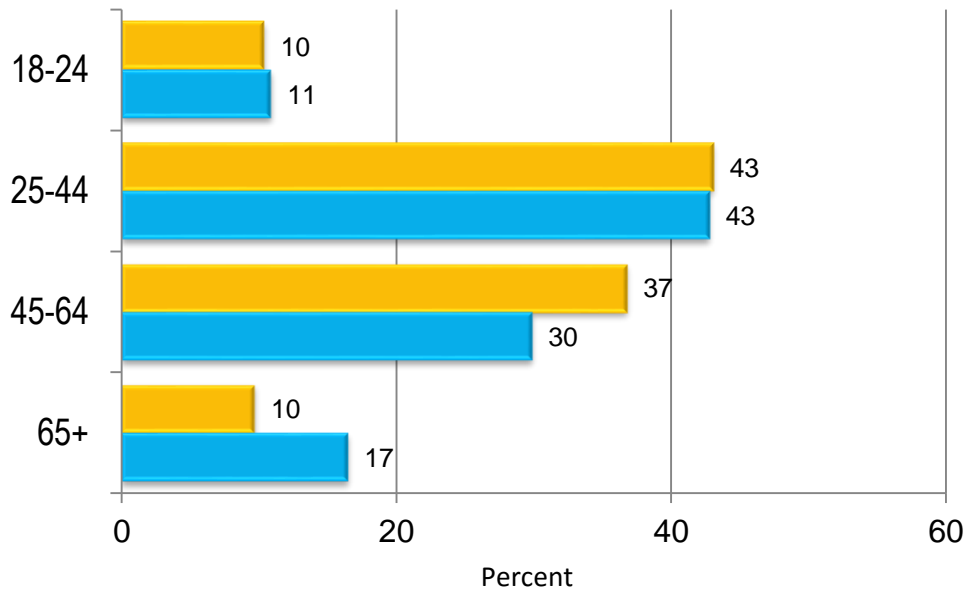
# Age – Potomac Highlands



Base: Overnight Person-Trips to West Virginia

**Average Age  
Potomac Highlands  
= 43.0**

**Average Age  
West Virginia  
= 44.7**

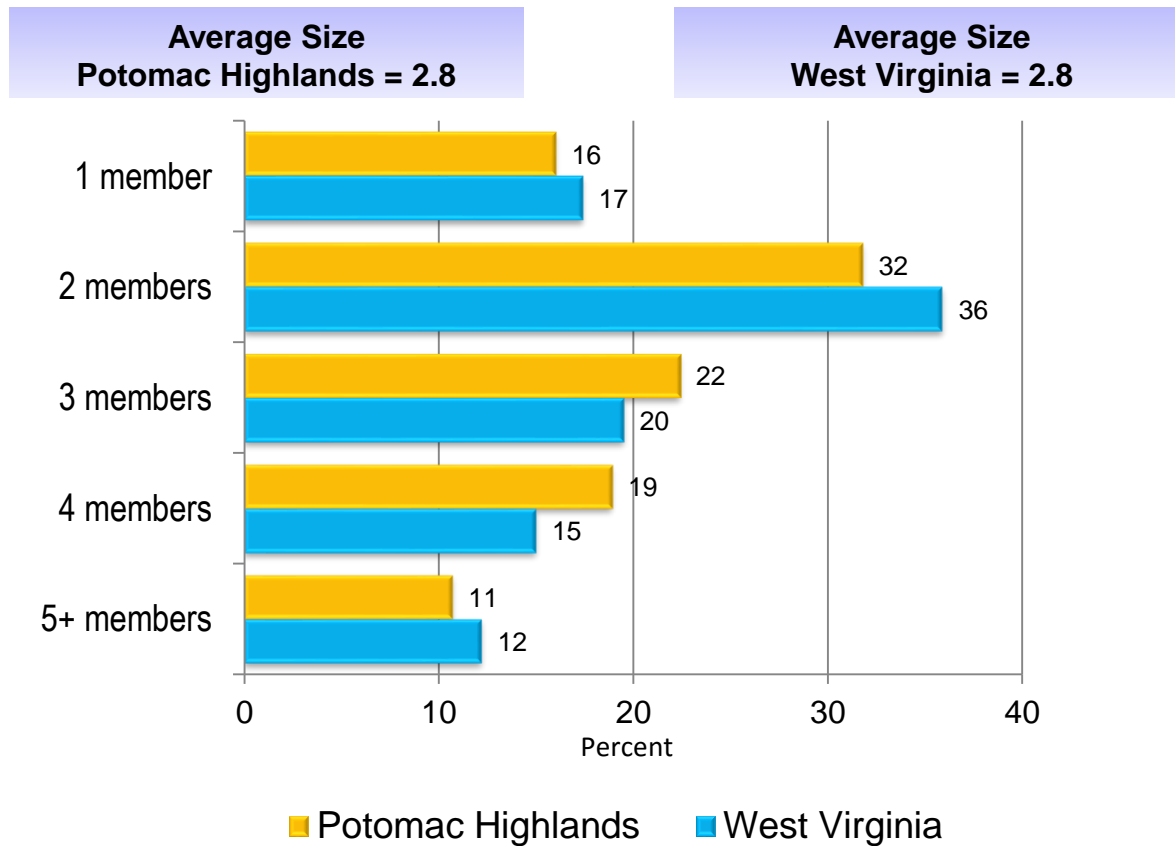


■ Potomac Highlands   ■ West Virginia

# Household Size – Potomac Highlands



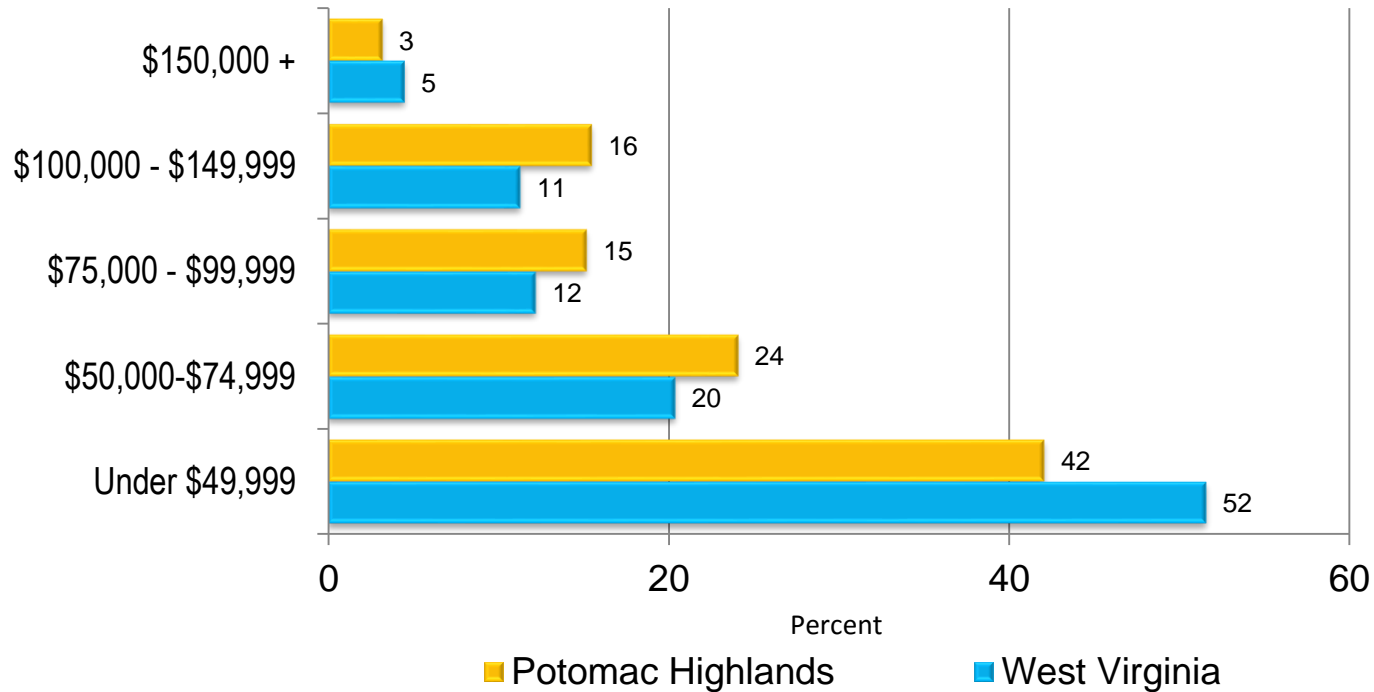
Base: Overnight Person-Trips to West Virginia



# Household Income – Potomac Highlands



Base: Overnight Person-Trips to West Virginia

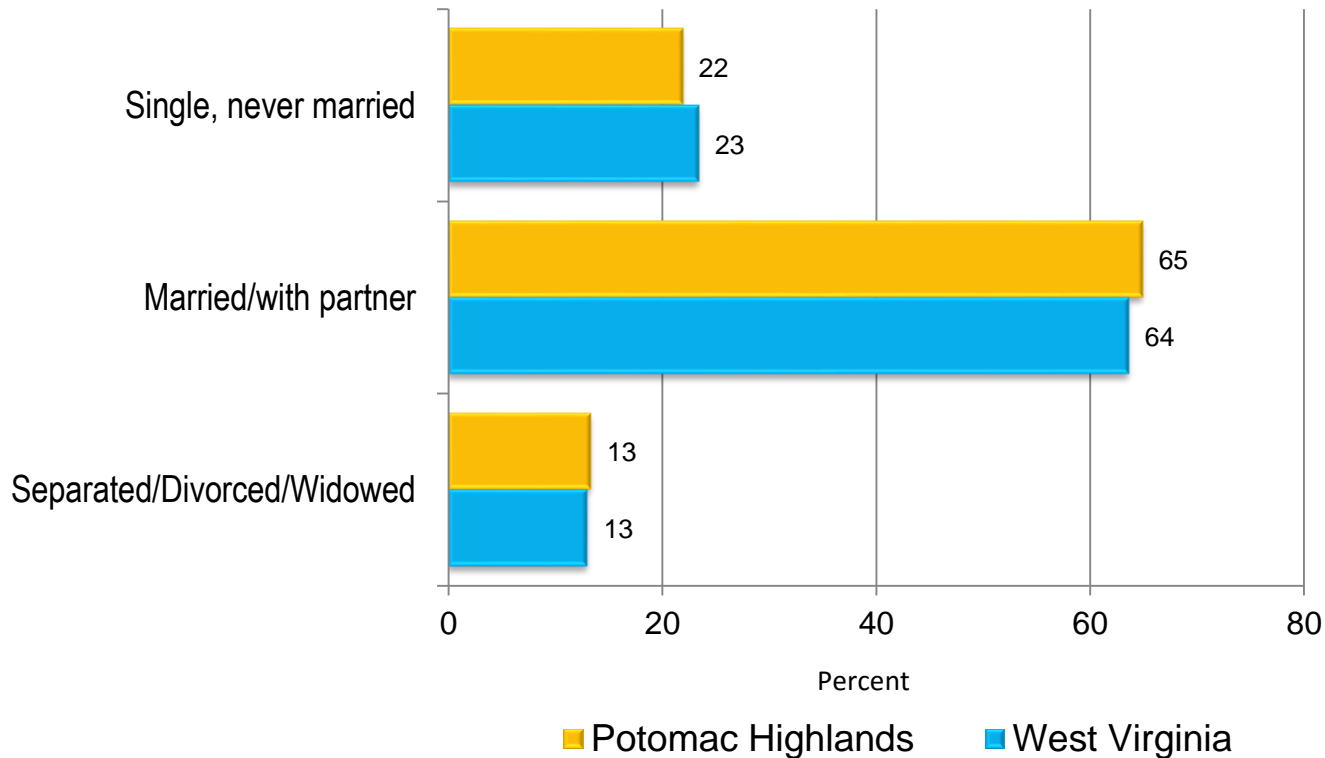




# Marital Status – Potomac Highlands



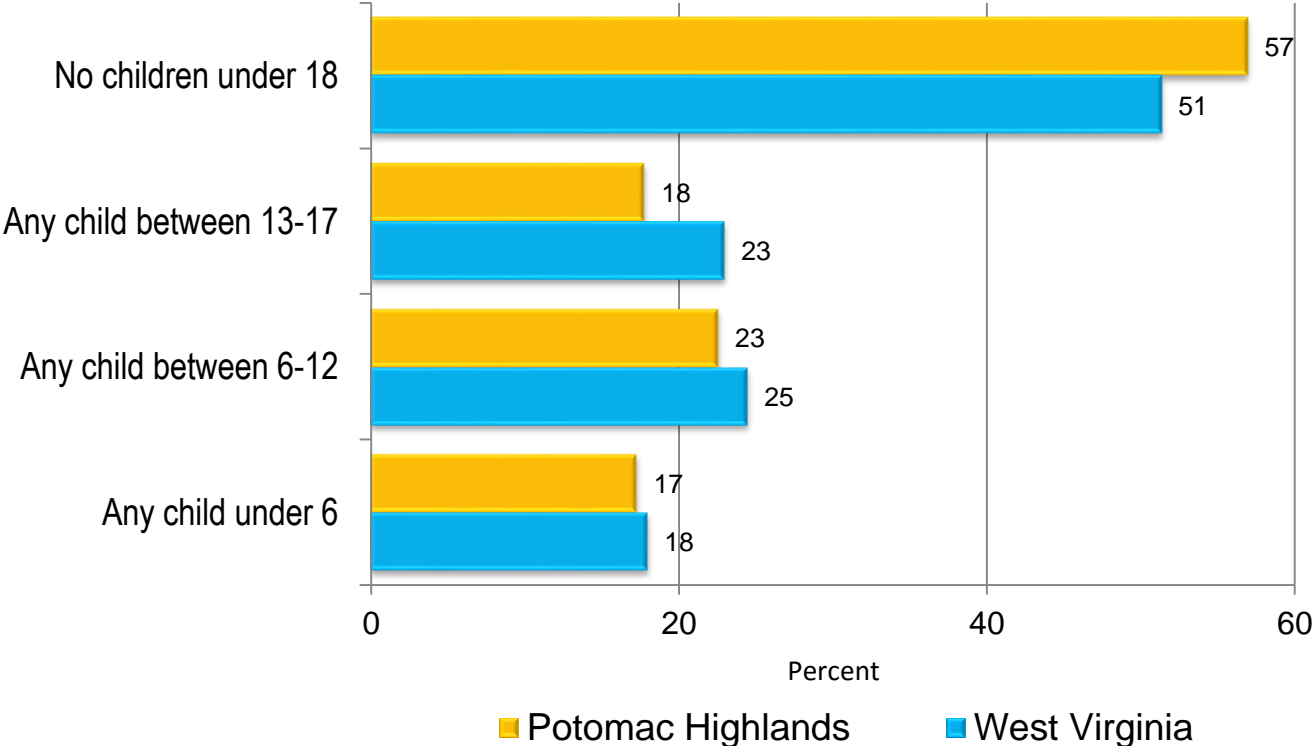
Base: Overnight Person-Trips to West Virginia



# Children in Household – Potomac Highlands



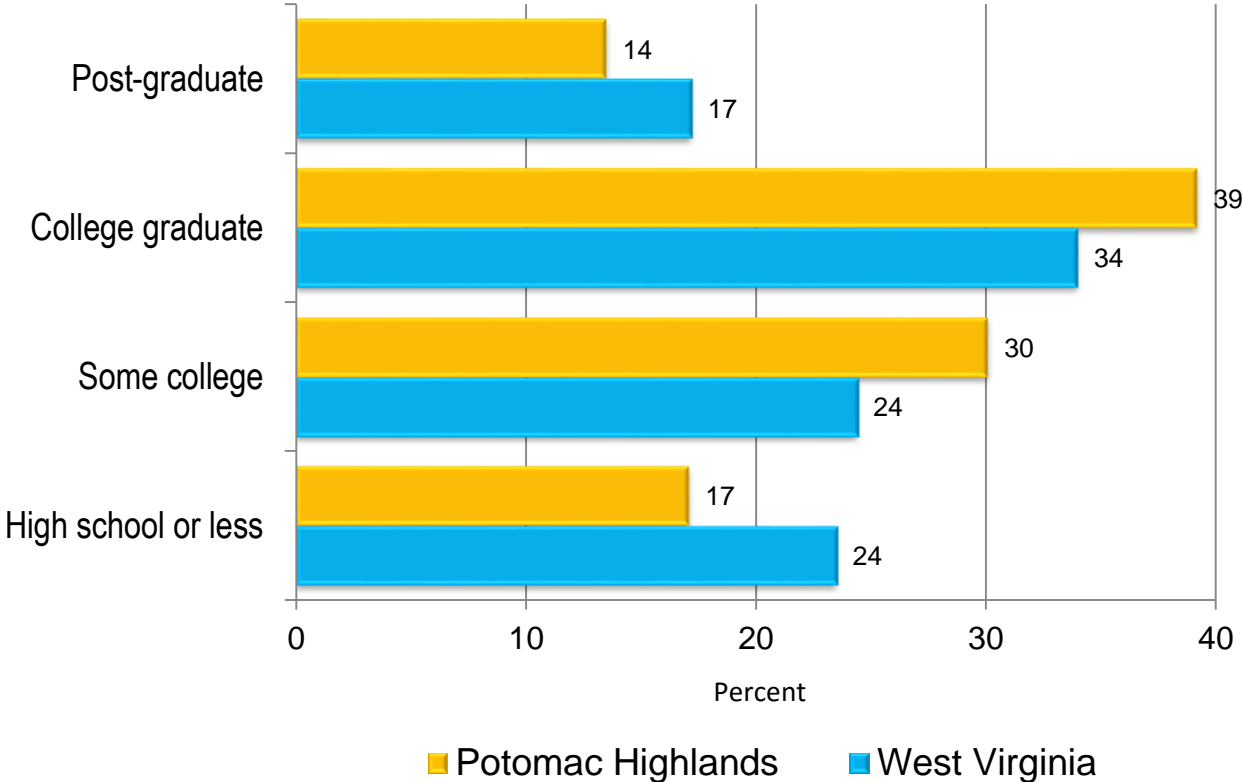
Base: Overnight Person-Trips to West Virginia



# Education – Potomac Highlands



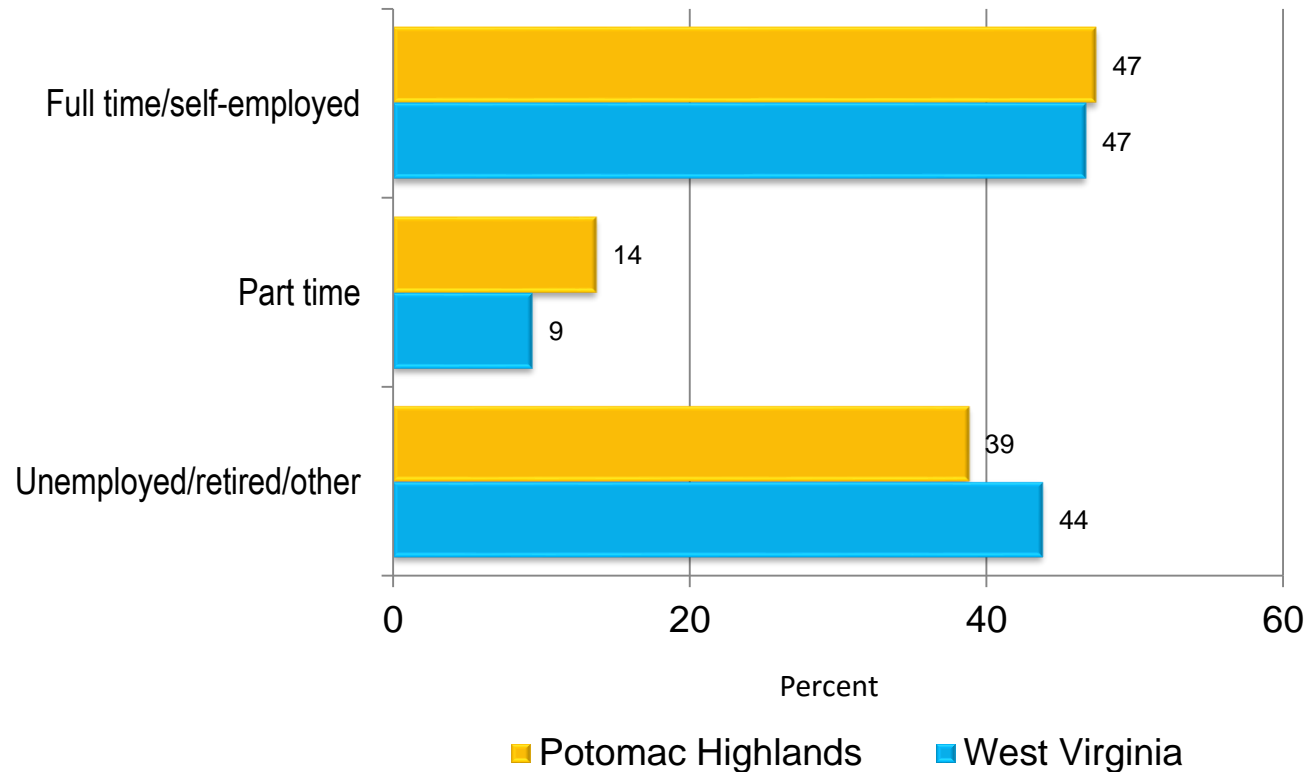
Base: Overnight Person-Trips to West Virginia



# Employment – Potomac Highlands



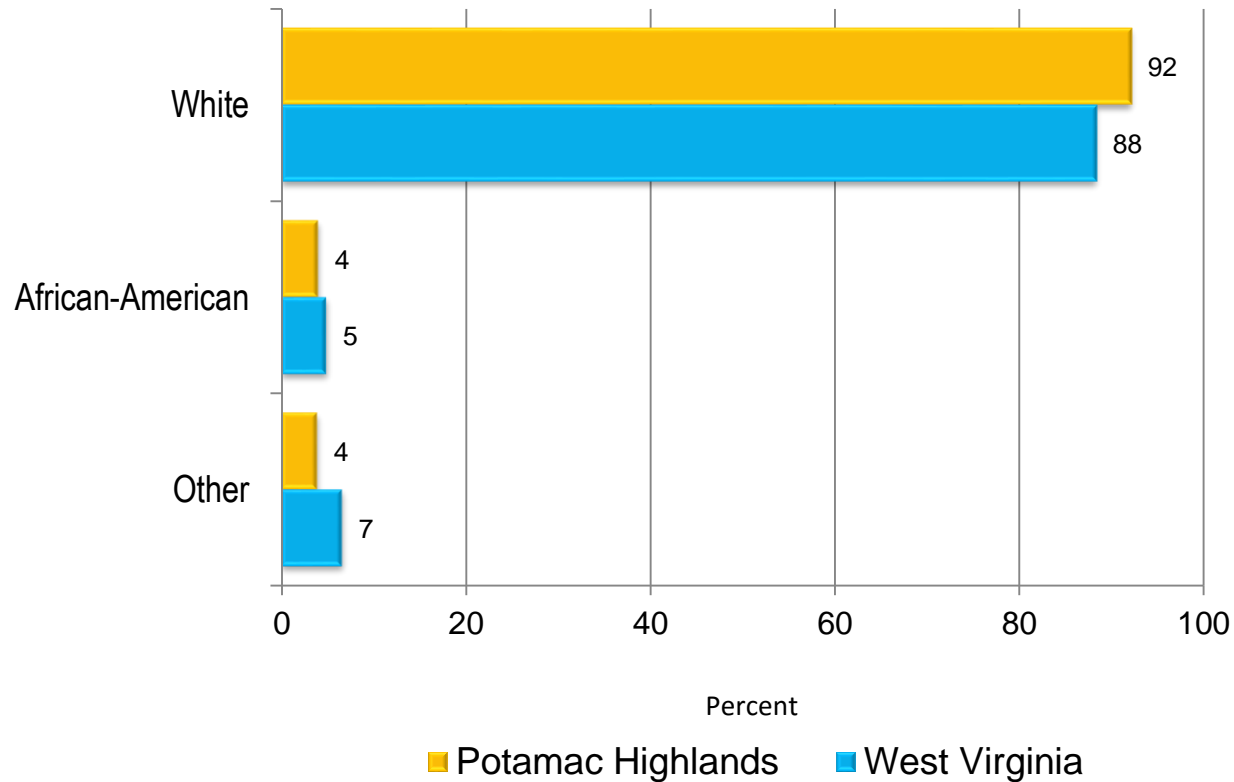
Base: Overnight Person-Trips to West Virginia



# Race – Potomac Highlands



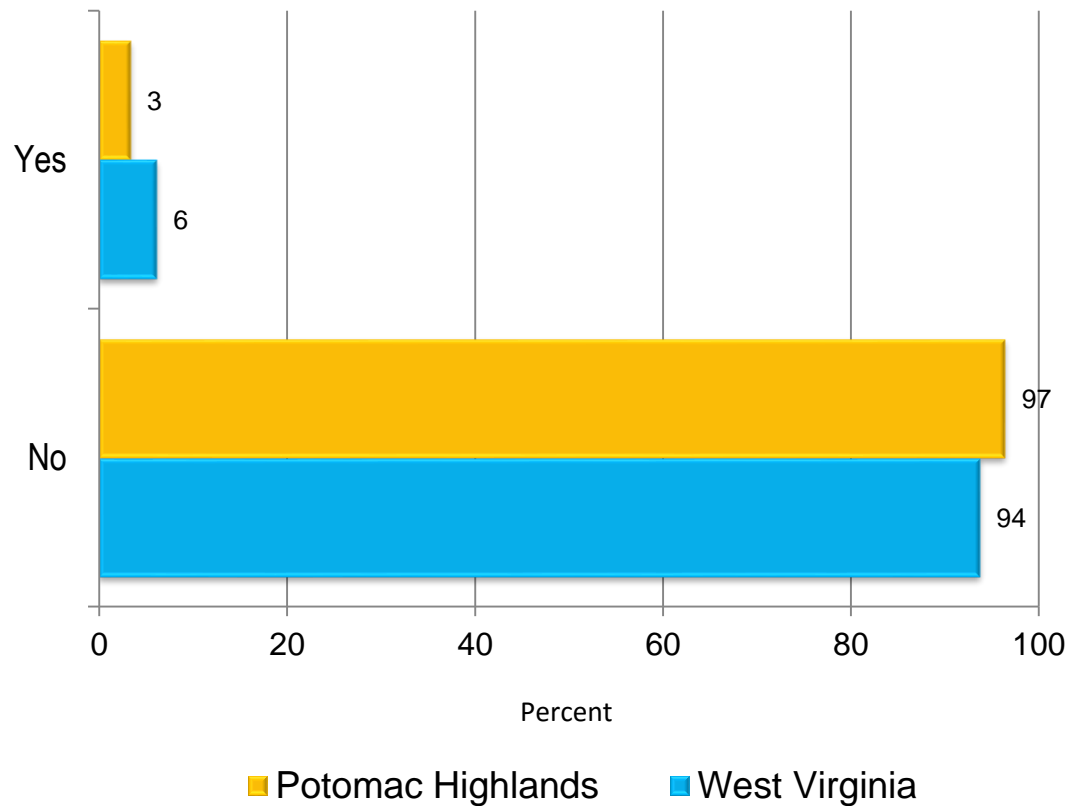
Base: Overnight Person-Trips to West Virginia



# Hispanic Background — Potomac Highlands



Base: Overnight Person-Trips to West Virginia



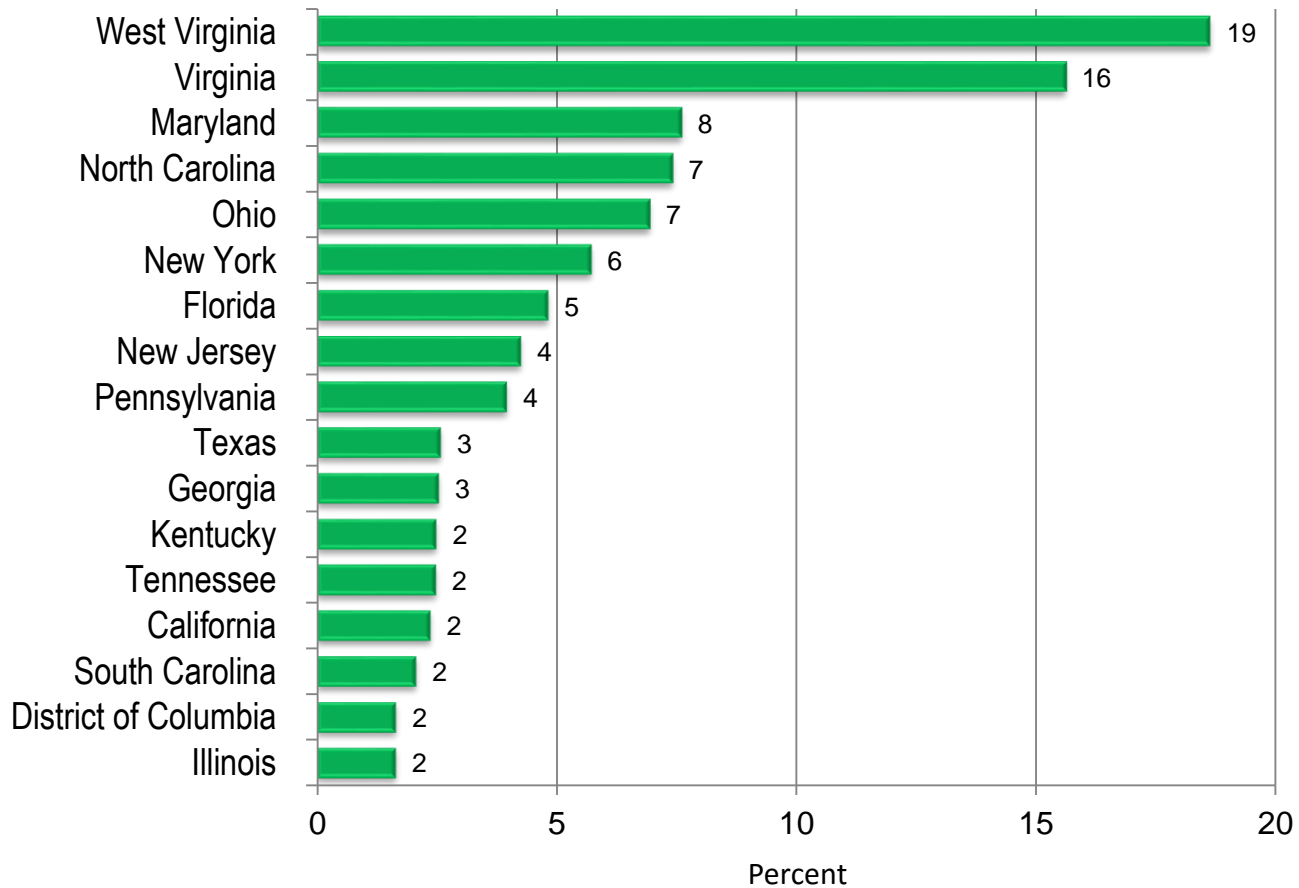


# Mountain Lakes

# State Origin Of Overnight Trips — Mountain Lakes



Base: Overnight Person-Trips to the Mountain Lakes

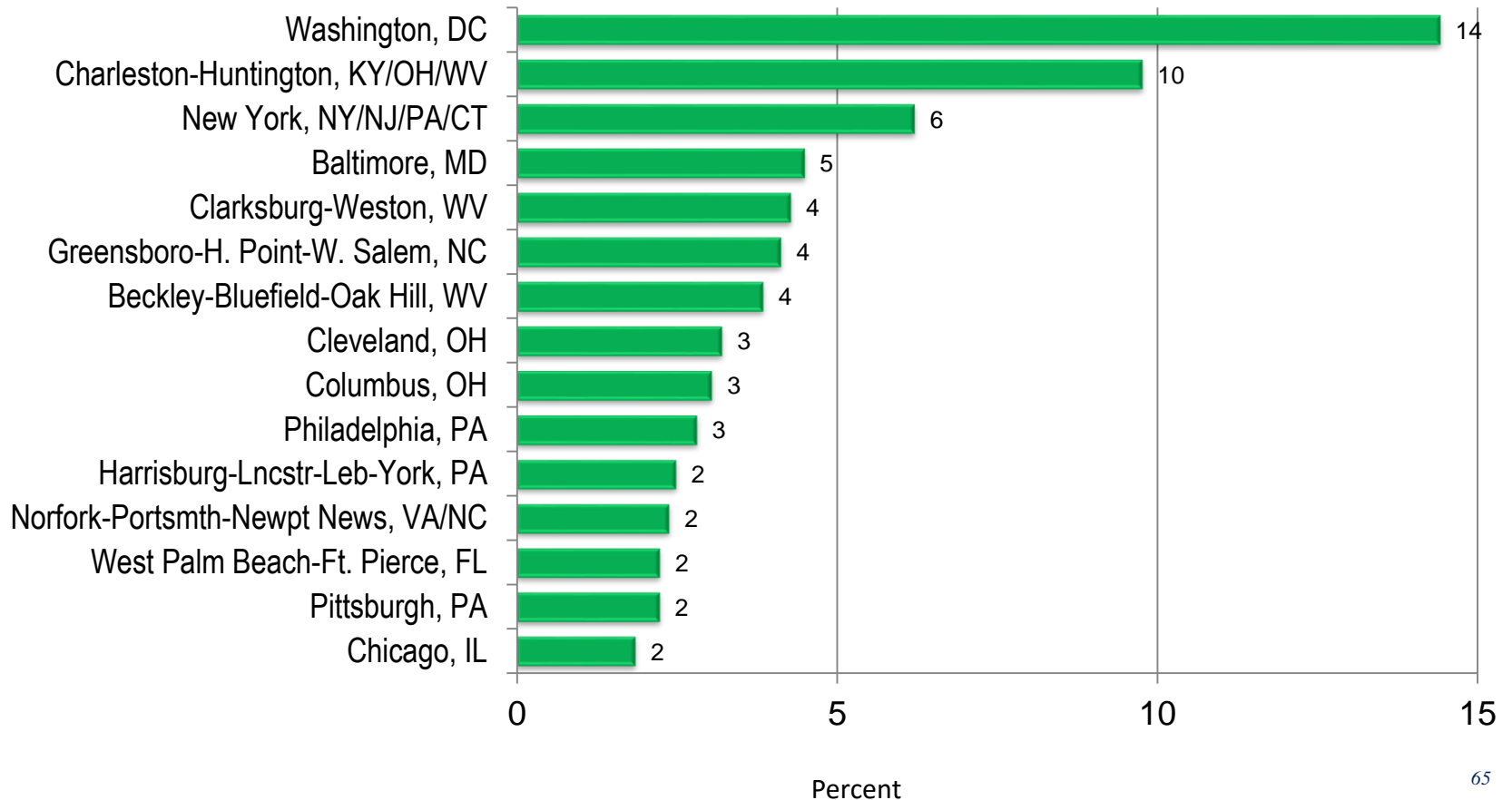




# DMA Origin Of Overnight Trip — Mountain Lakes



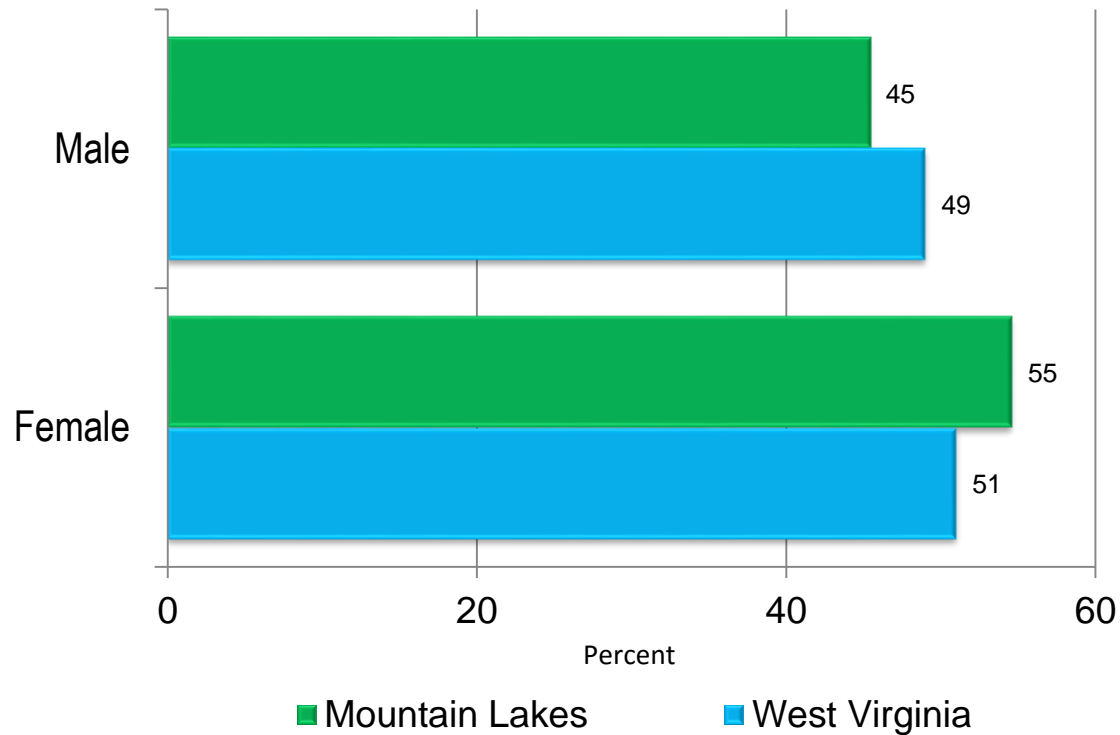
Base: Overnight Person-Trips to the Mountain Lakes



# Gender – Mountain Lakes



Base: Overnight Person-Trips to West Virginia



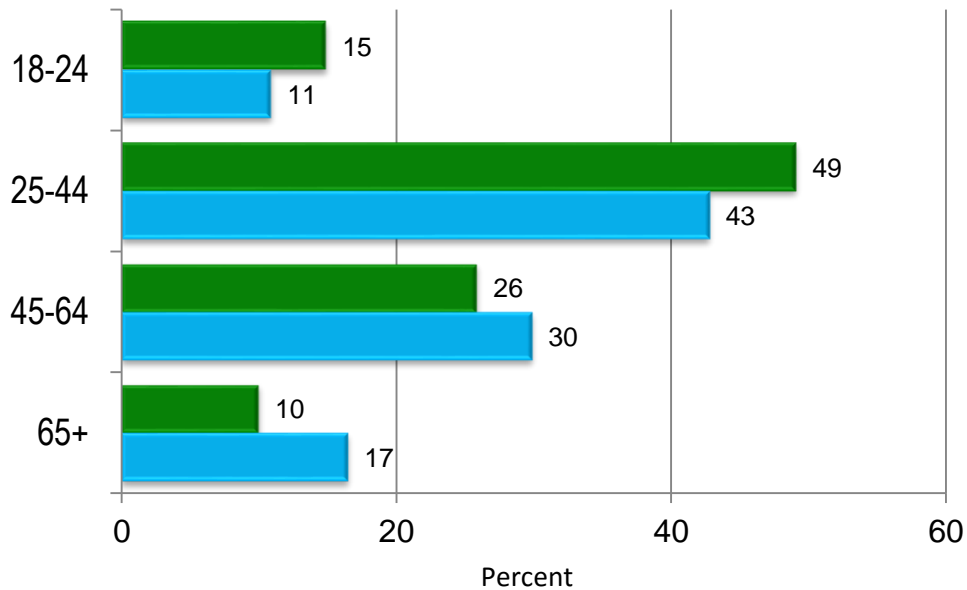
# Age – Mountain Lakes



Base: Overnight Person-Trips to West Virginia

**Average Age  
Mountain Lakes  
= 41.4**

**Average Age  
West Virginia  
= 44.7**

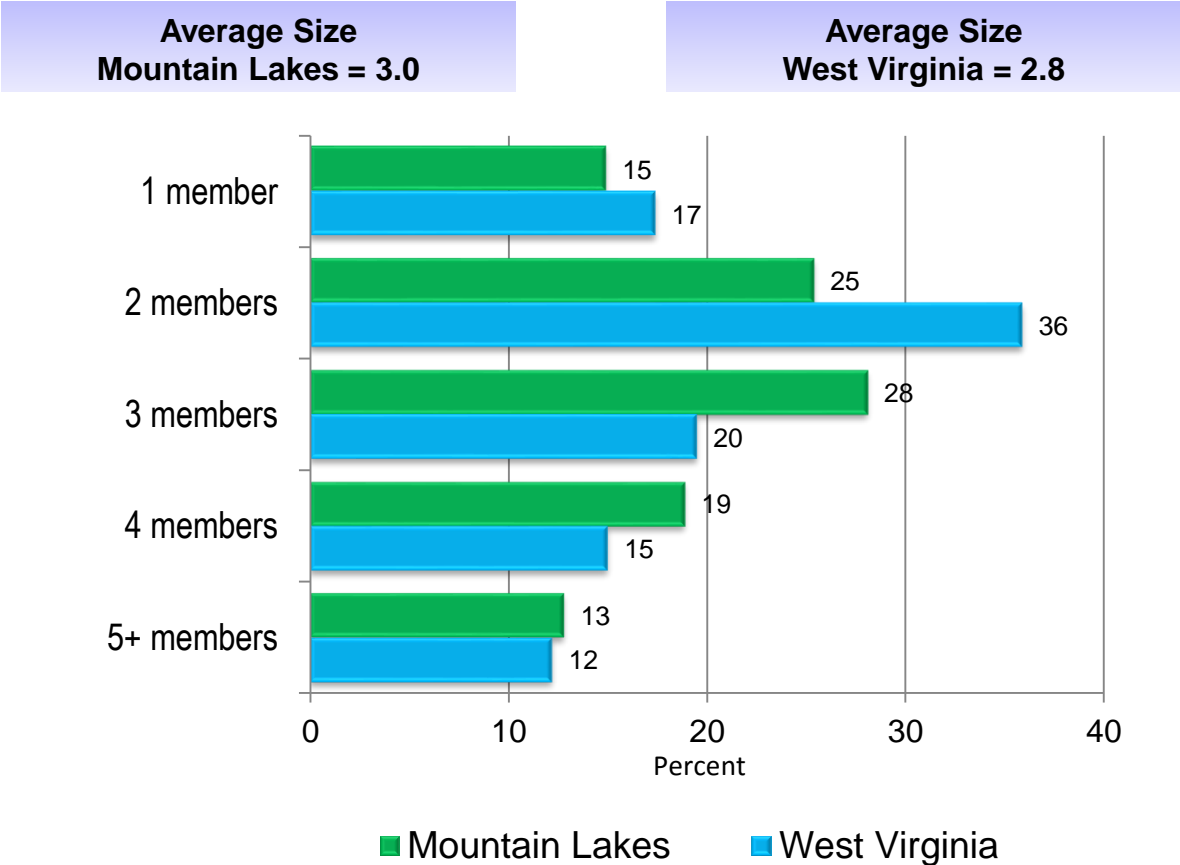


■ Mountain Lakes    ■ West Virginia

# Household Size – Mountain Lakes



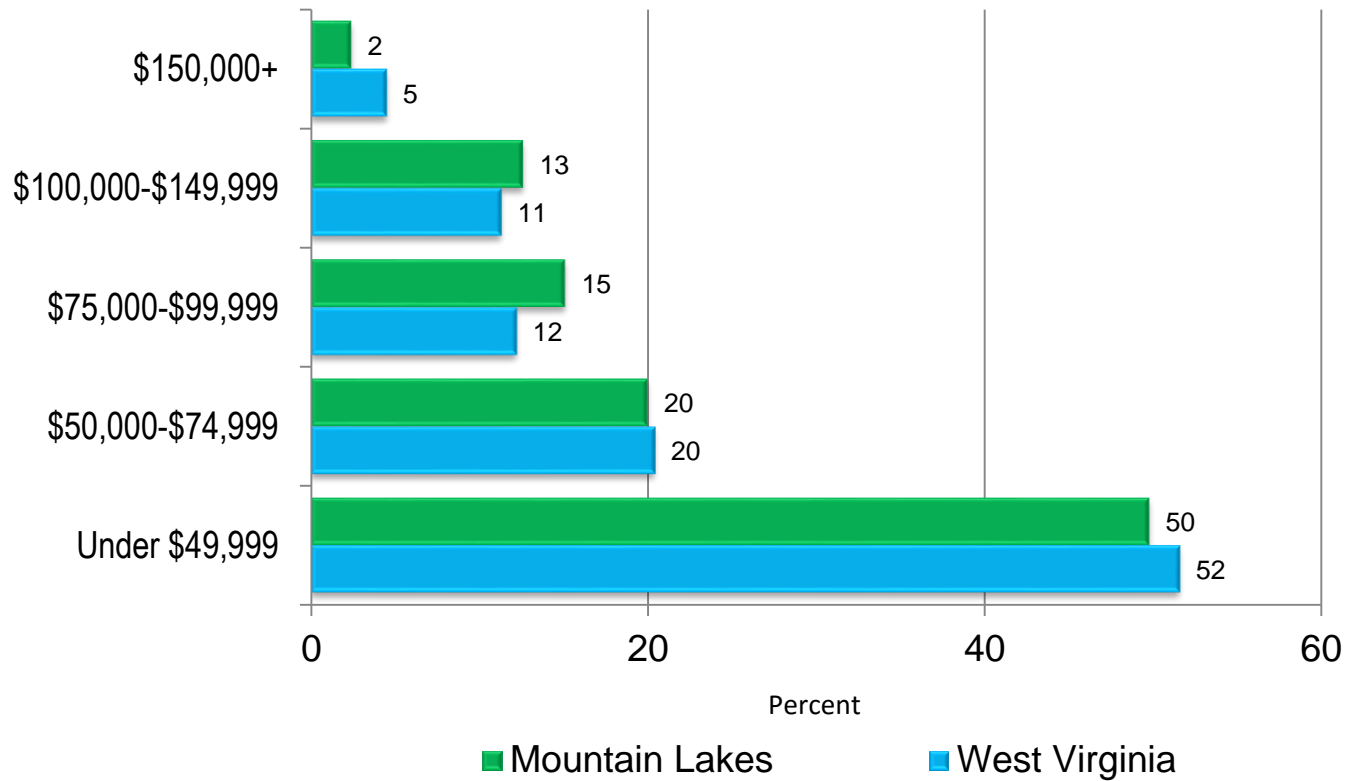
Base: Overnight Person-Trips to West Virginia



# Household Income – Mountain Lakes



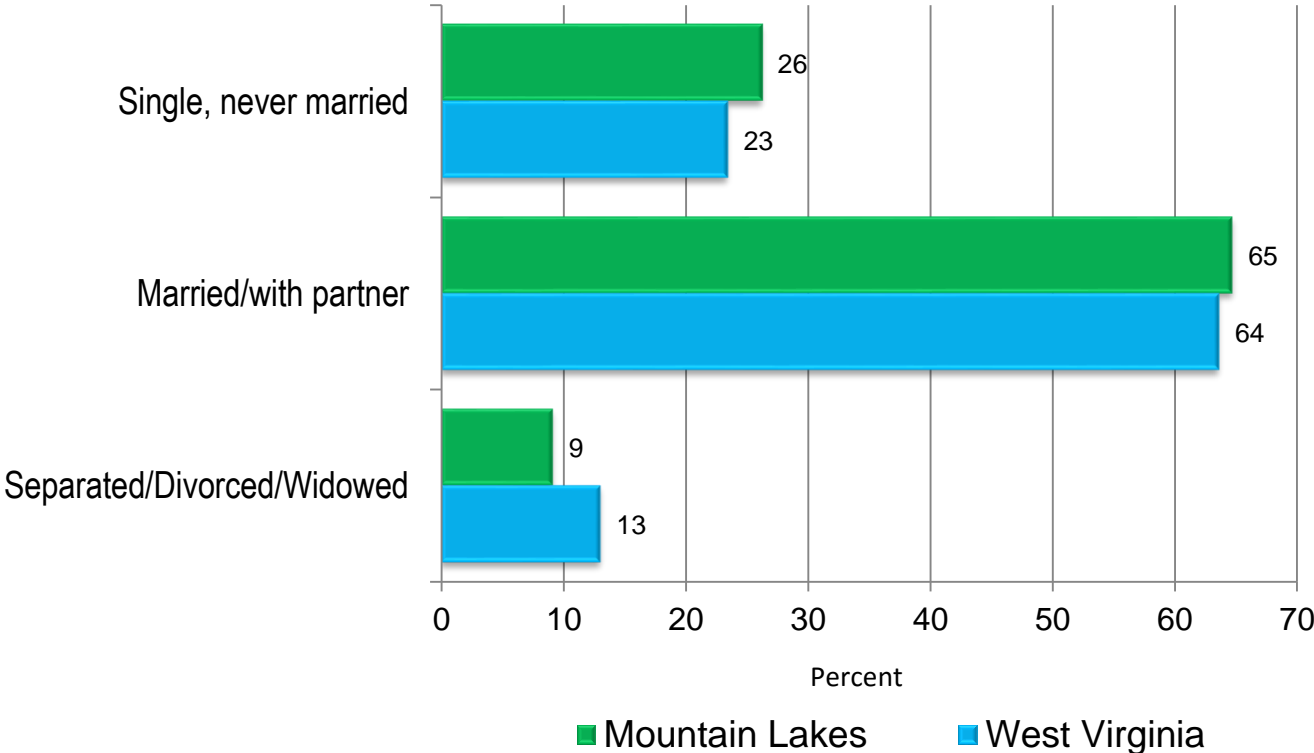
Base: Overnight Person-Trips to West Virginia



# Marital Status – Mountain Lakes



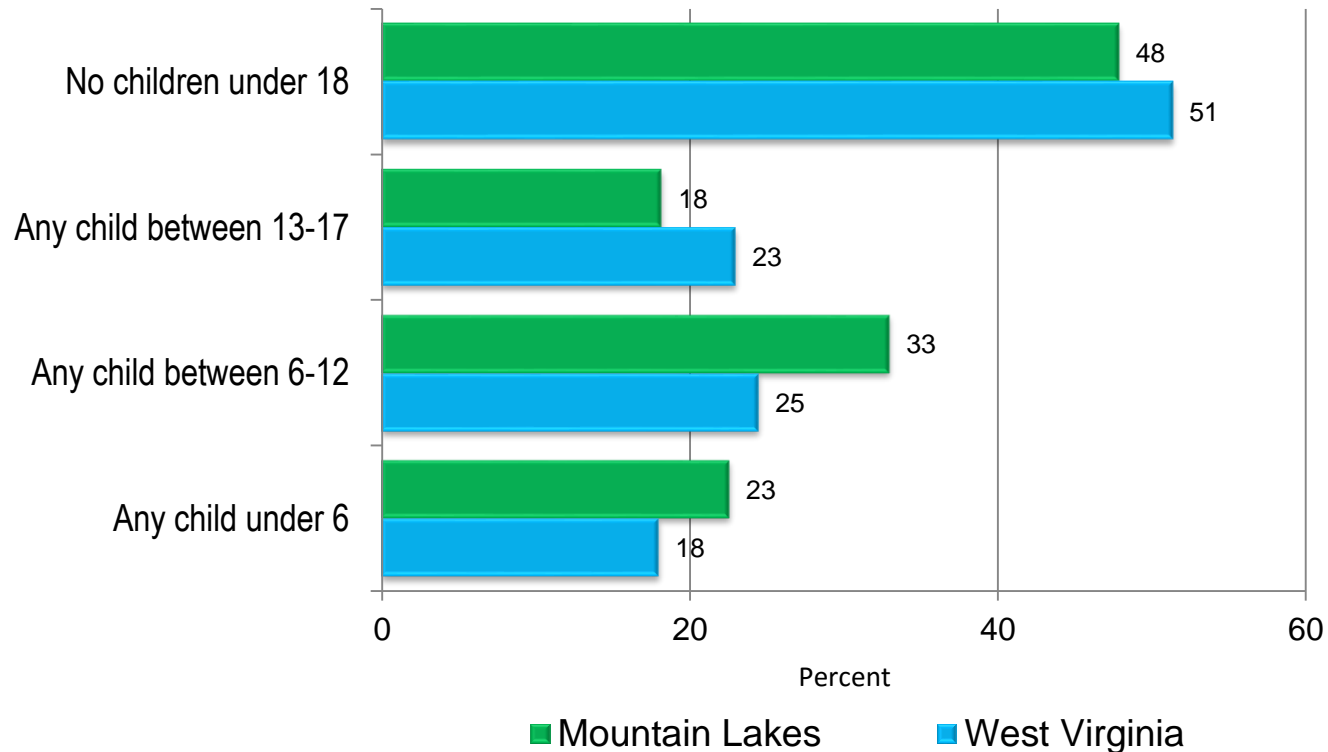
Base: Overnight Person-Trips to West Virginia



# Children in Household – Mountain Lakes



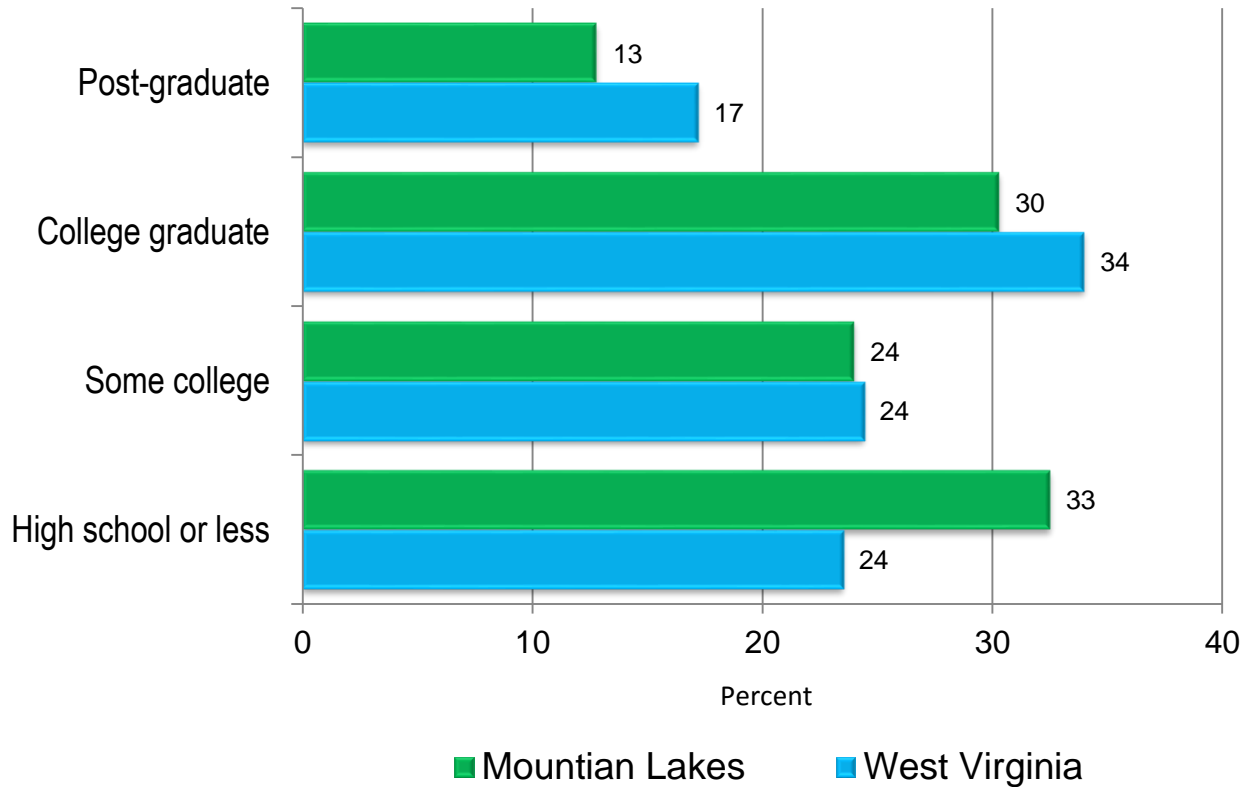
Base: Overnight Person-Trips to West Virginia



# Education – Mountain Lakes



Base: Overnight Person-Trips to West Virginia

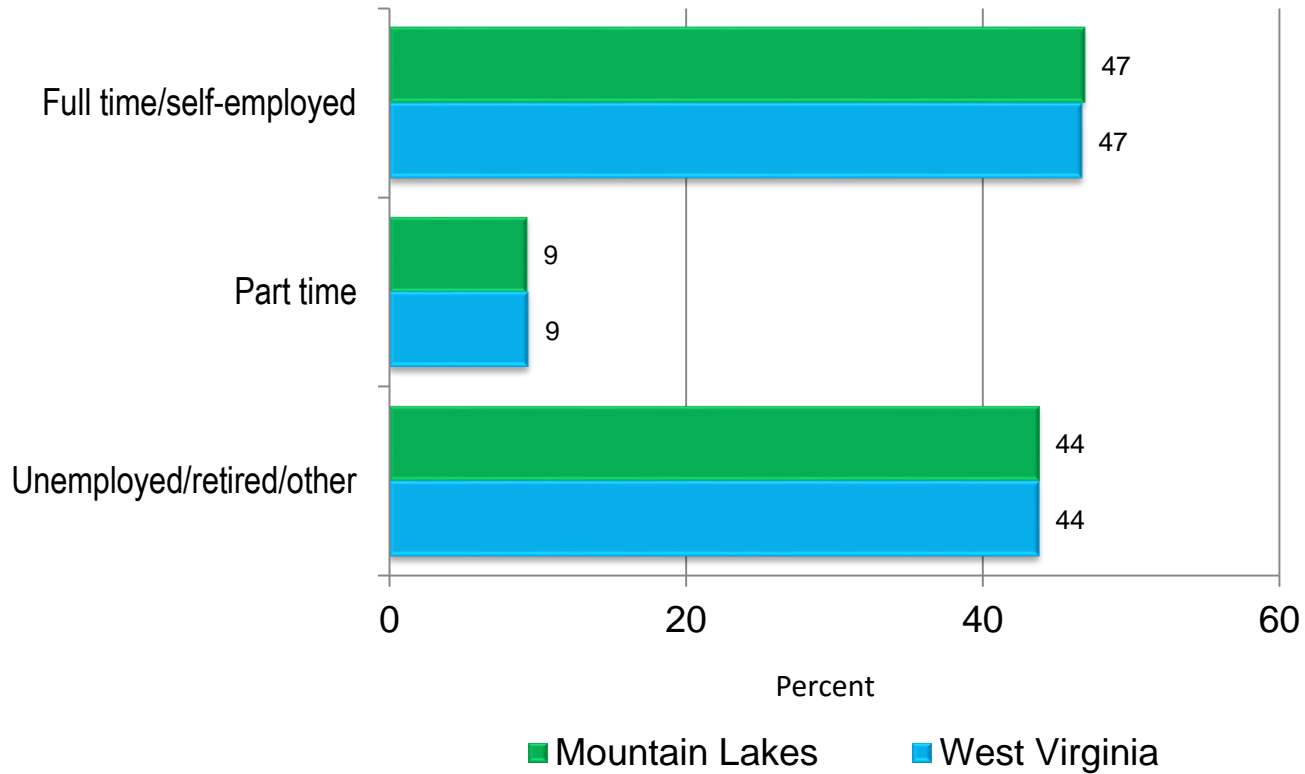




# Employment – Mountain Lakes



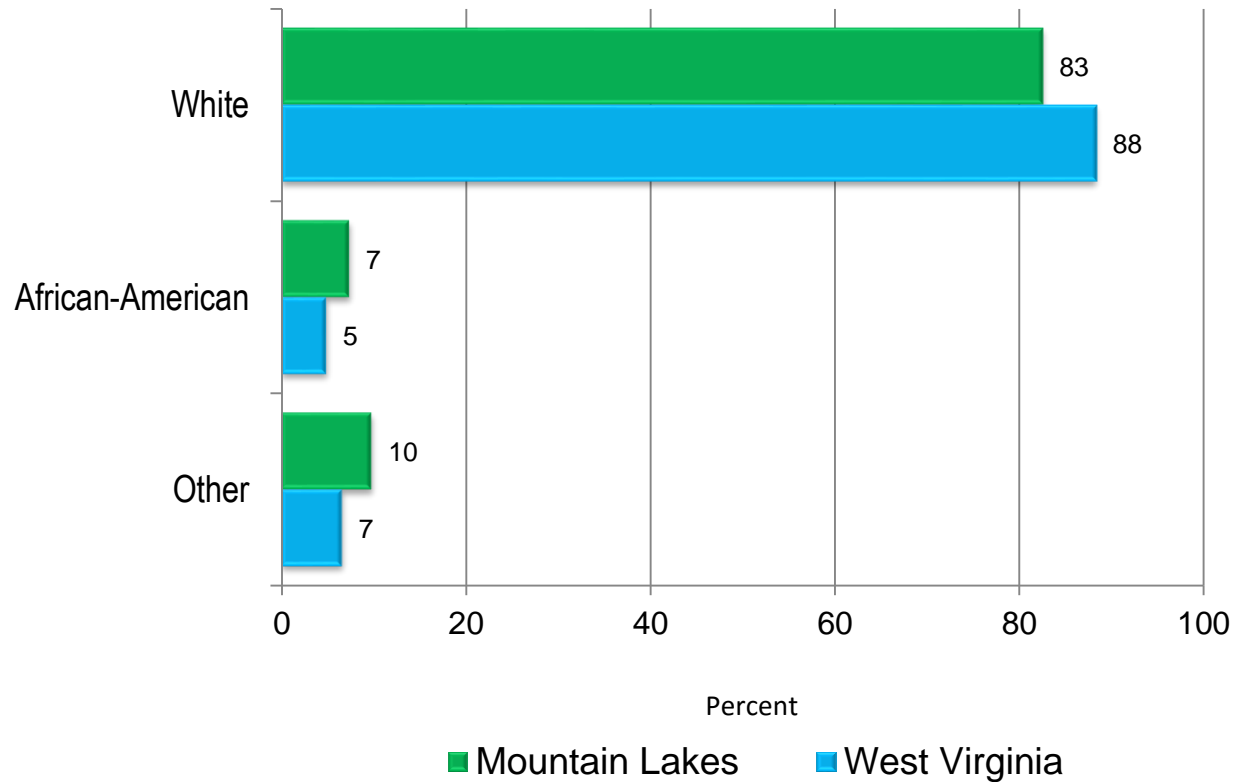
Base: Overnight Person-Trips to West Virginia



# Race – Mountain Lakes



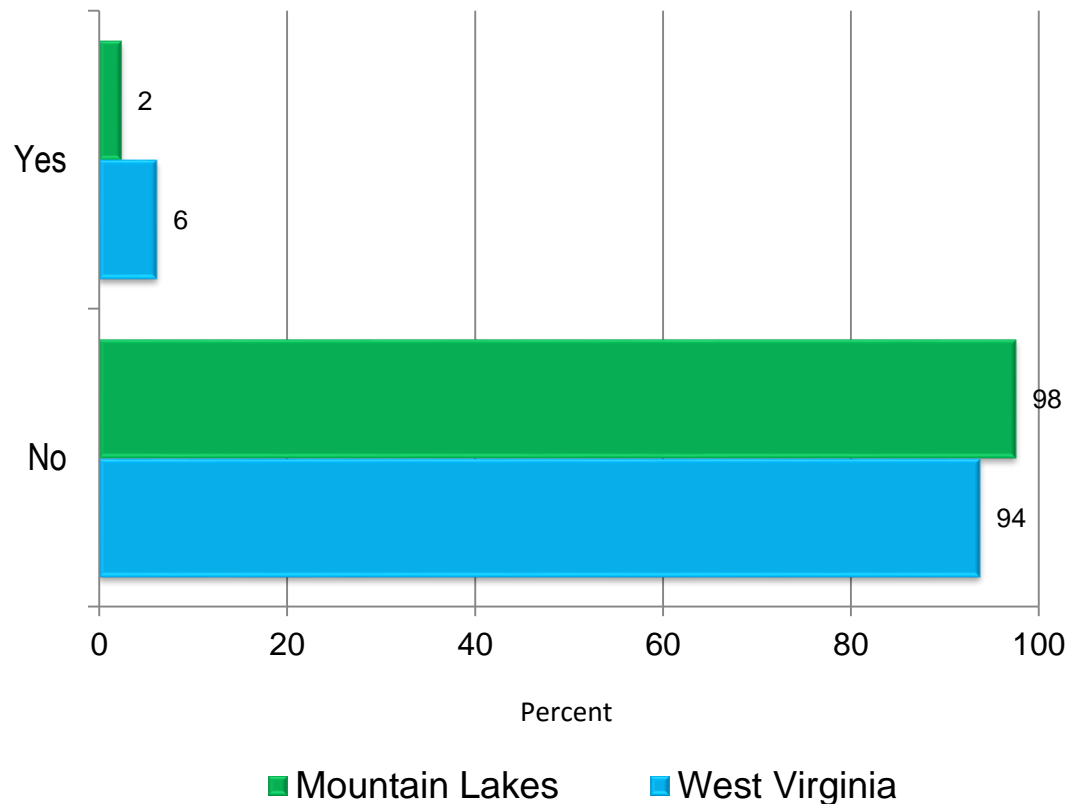
Base: Overnight Person-Trips to West Virginia



# Hispanic Background – Mountain Lakes



Base: Overnight Person-Trips to West Virginia



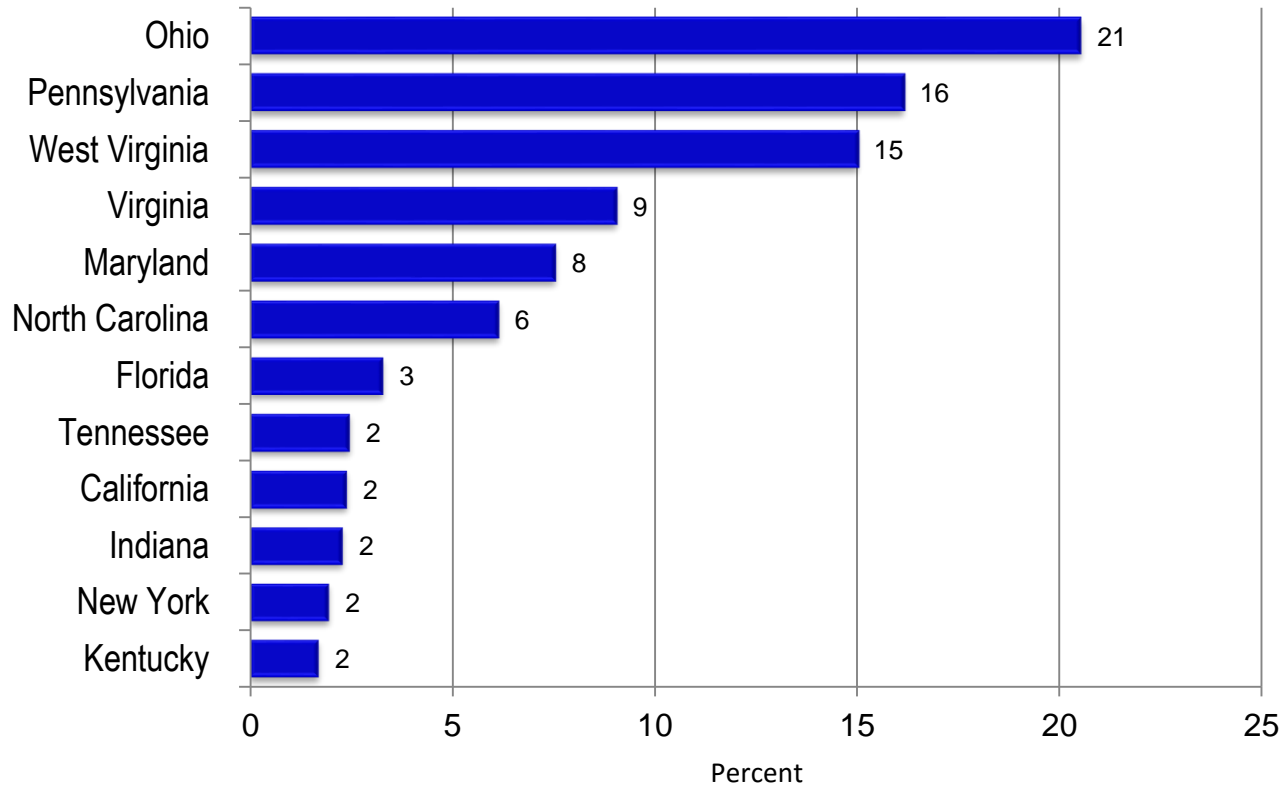


# Northern Panhandle

# State Origin Of Overnight Trip — Northern Panhandle



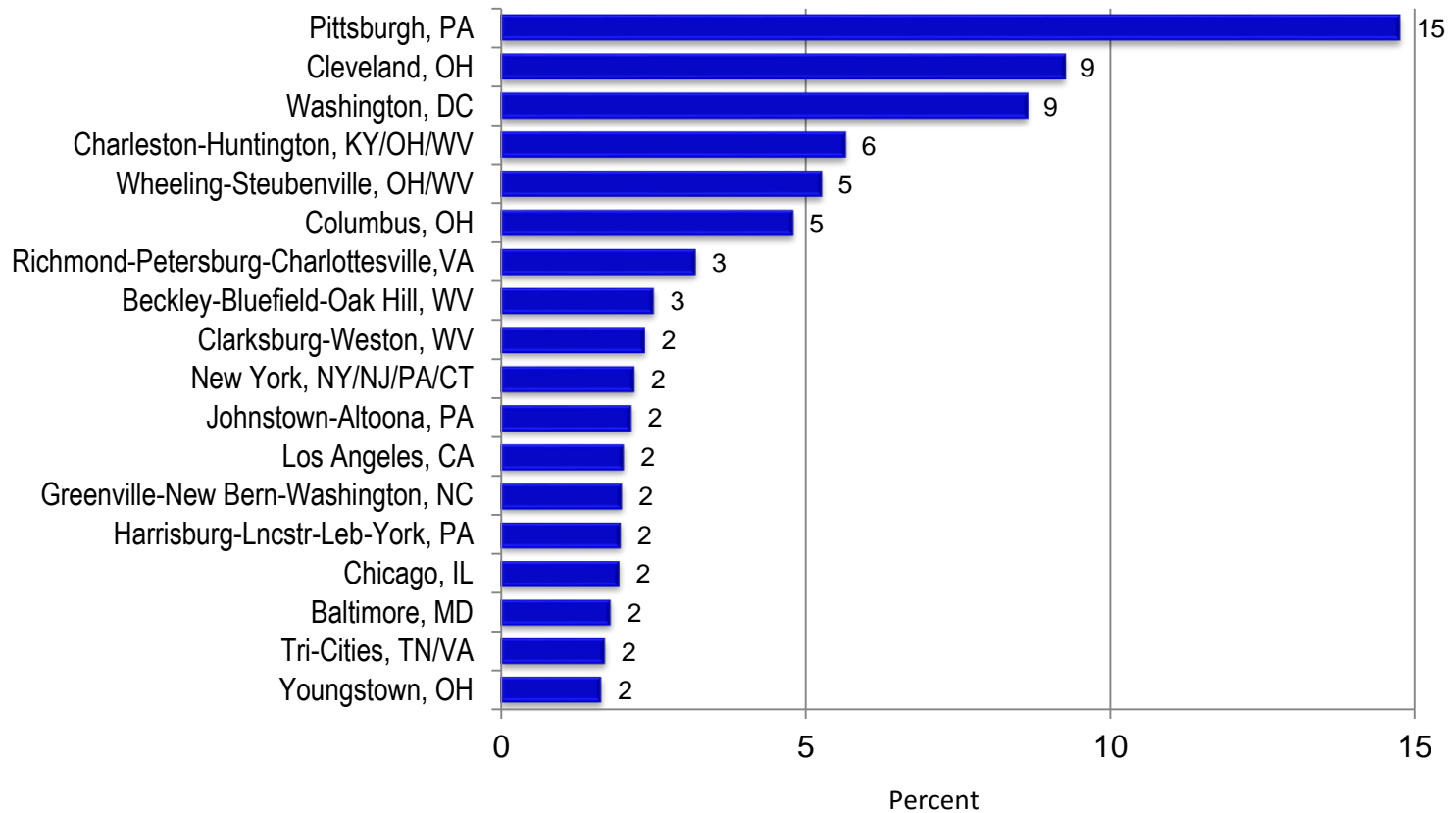
Base: Overnight Person-Trips to the Northern Panhandle



# DMA Origin Of Overnight Trip — Northern Panhandle



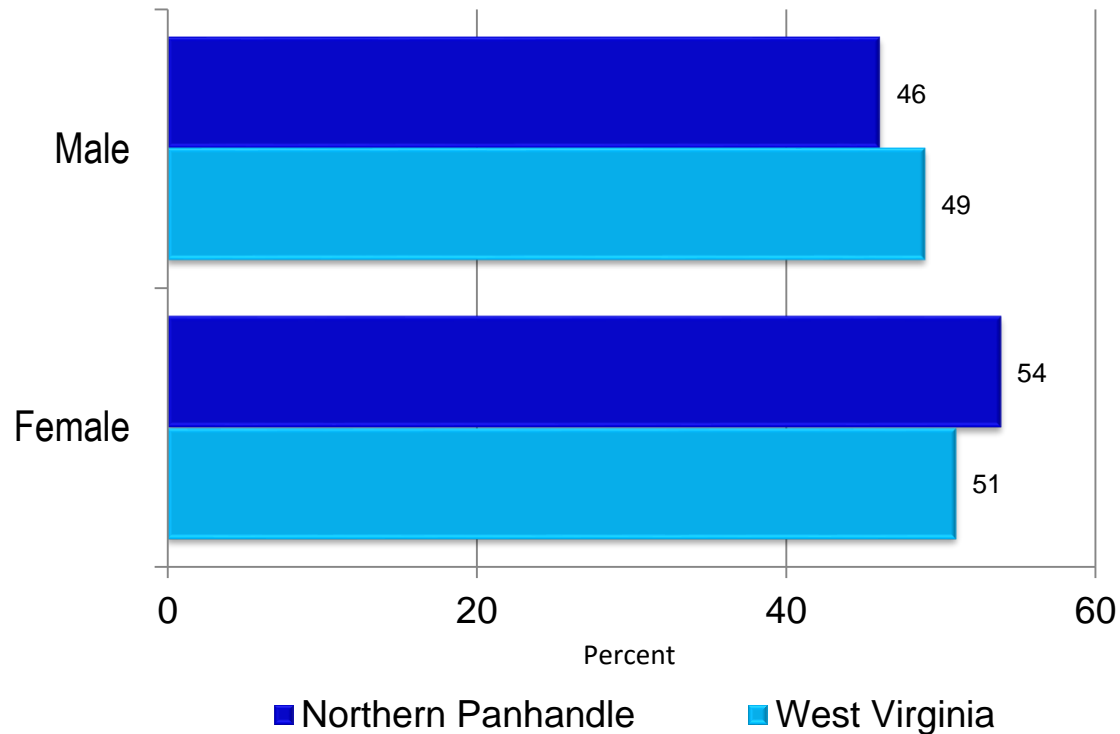
Base: Overnight Person-Trips to the Northern Panhandle



# Gender – Northern Panhandle



Base: Overnight Person-Trips to West Virginia



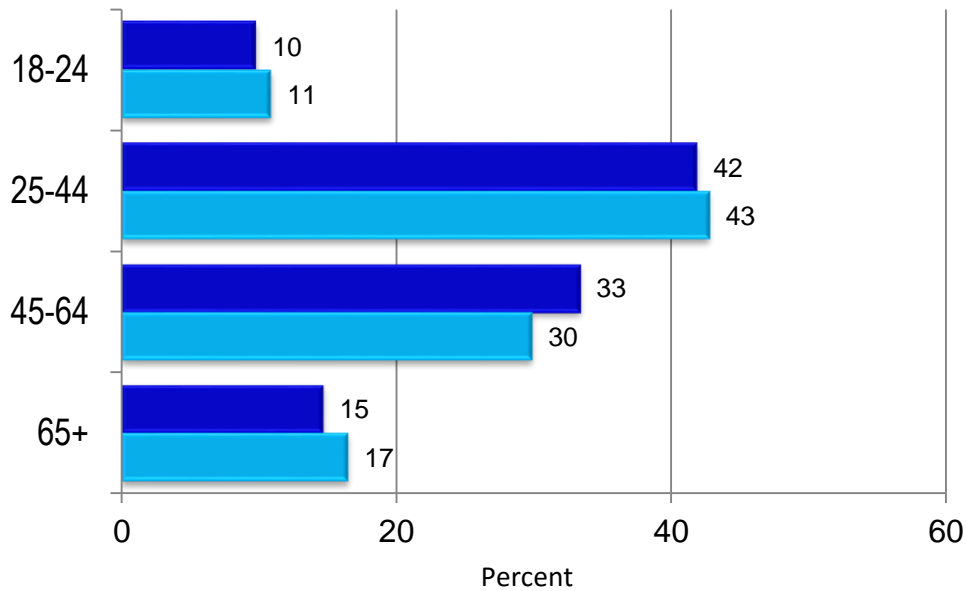
# Age – Northern Panhandle



Base: Overnight Person-Trips to West Virginia

**Average Age  
Northern Panhandle  
= 45.0**

**Average Age  
West Virginia  
= 44.7**



■ Northern Panhandle    ■ West Virginia



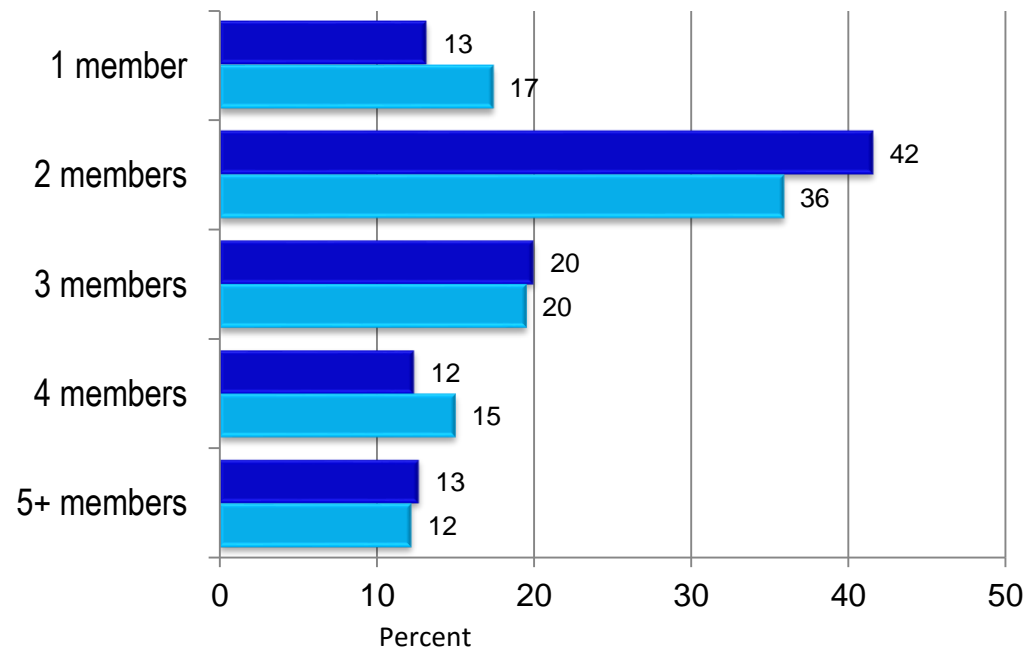
# Household Size – Northern Panhandle



Base: Overnight Person-Trips to West Virginia

**Average Size  
Northern Panhandle = 2.8**

**Average Size  
West Virginia = 2.8**

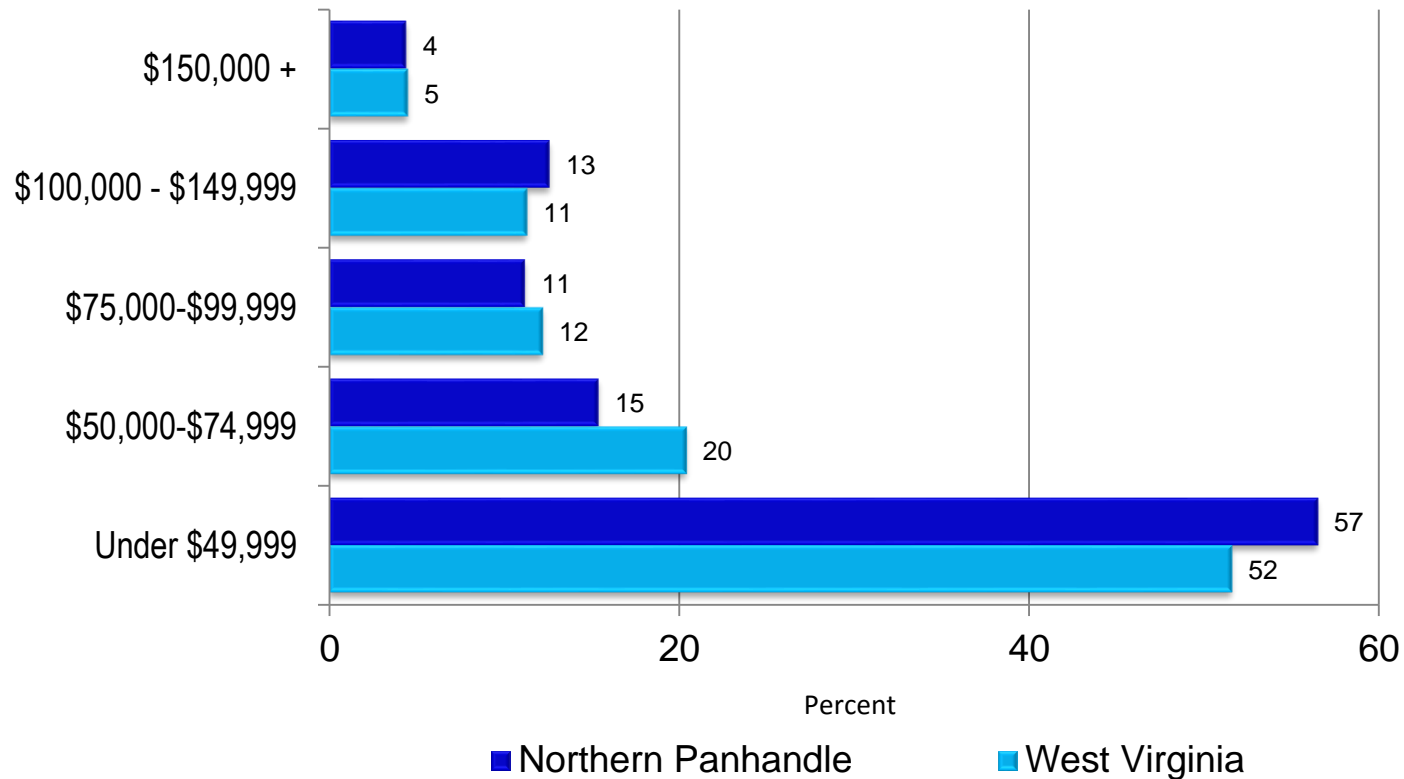


■ Northern Panhandle   ■ West Virginia

# Household Income – Northern Panhandle



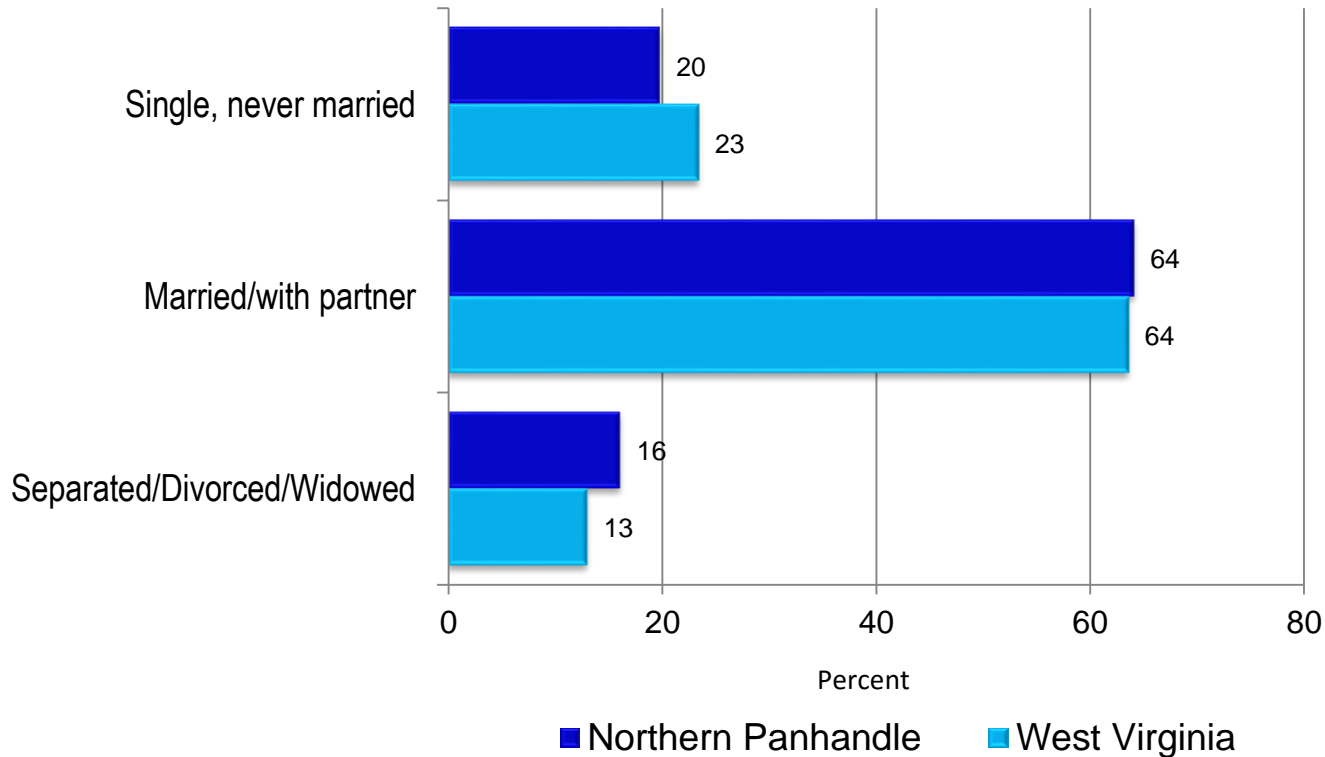
Base: Overnight Person-Trips to West Virginia



# Marital Status – Northern Panhandle



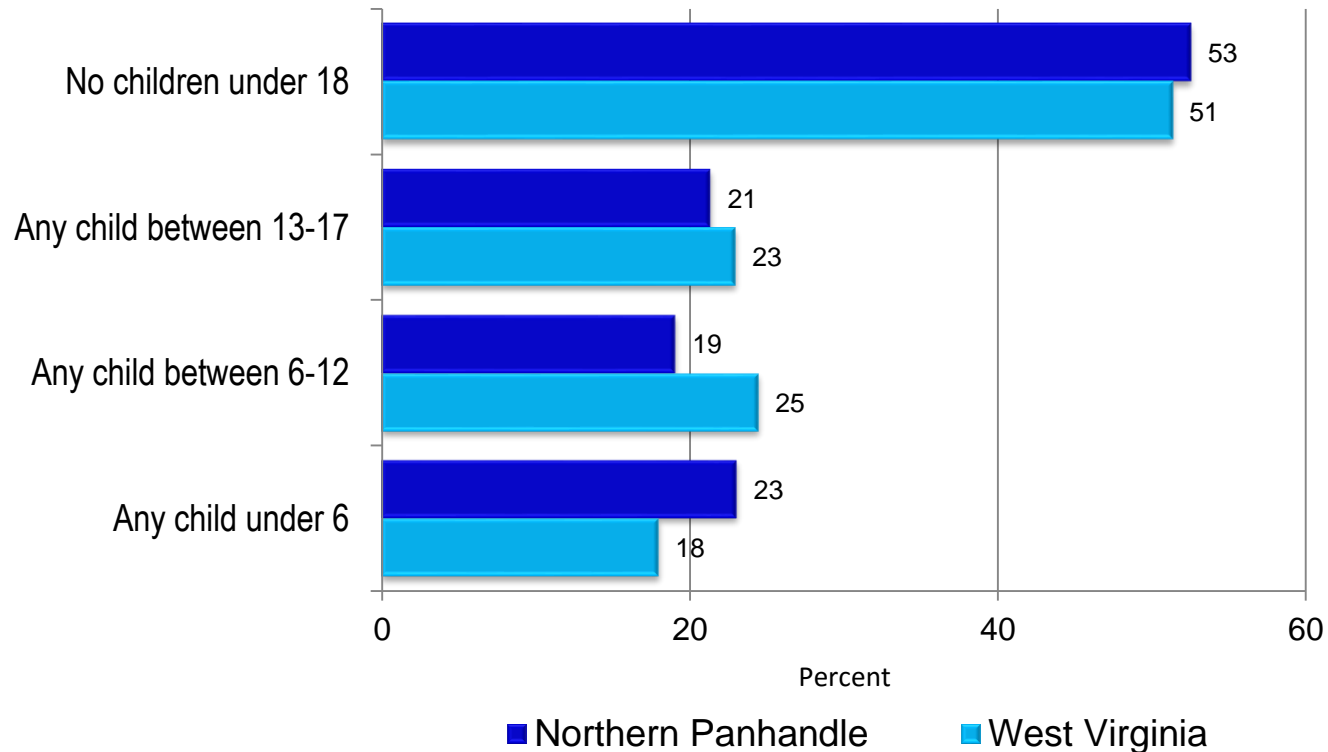
Base: Overnight Person-Trips to West Virginia



# Children in Household – Northern Panhandle



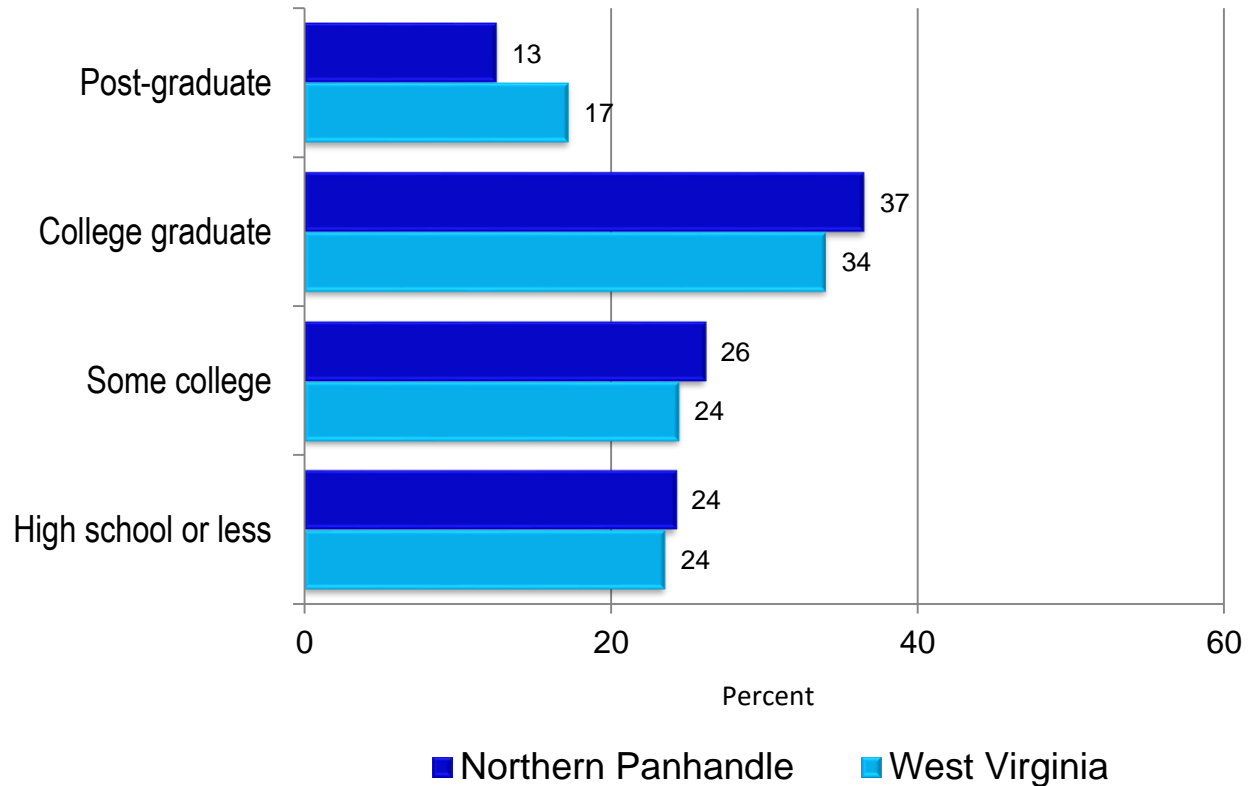
Base: Overnight Person-Trips to West Virginia



# Education – Northern Panhandle



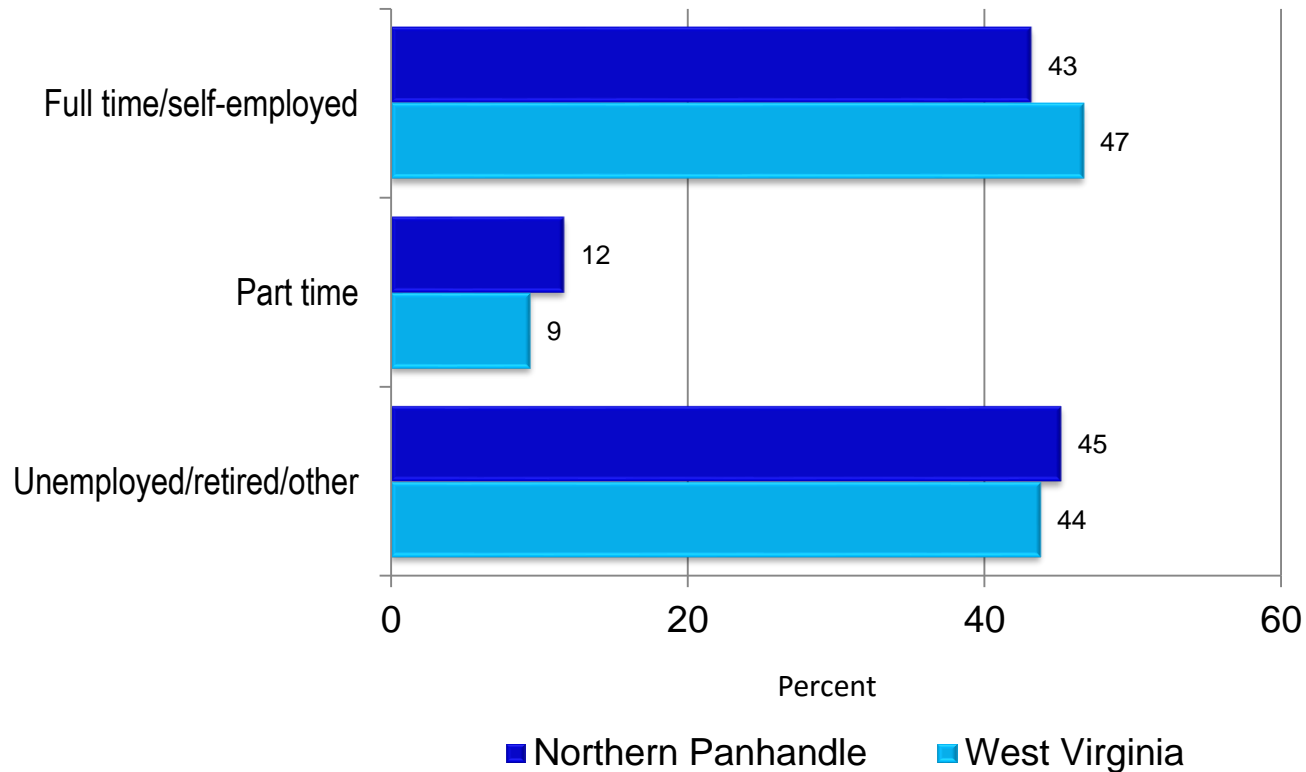
Base: Overnight Person-Trips to West Virginia



# Employment – Northern Panhandle



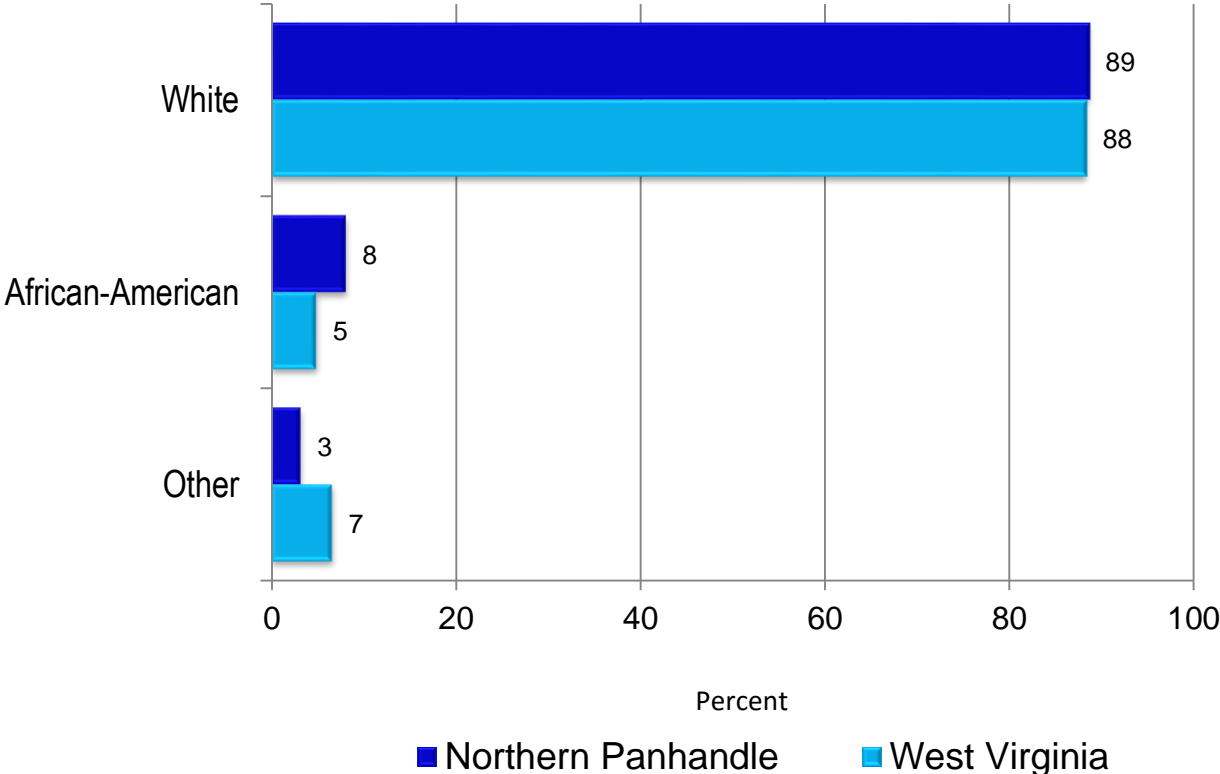
Base: Overnight Person-Trips to West Virginia



# Race — Northern Panhandle



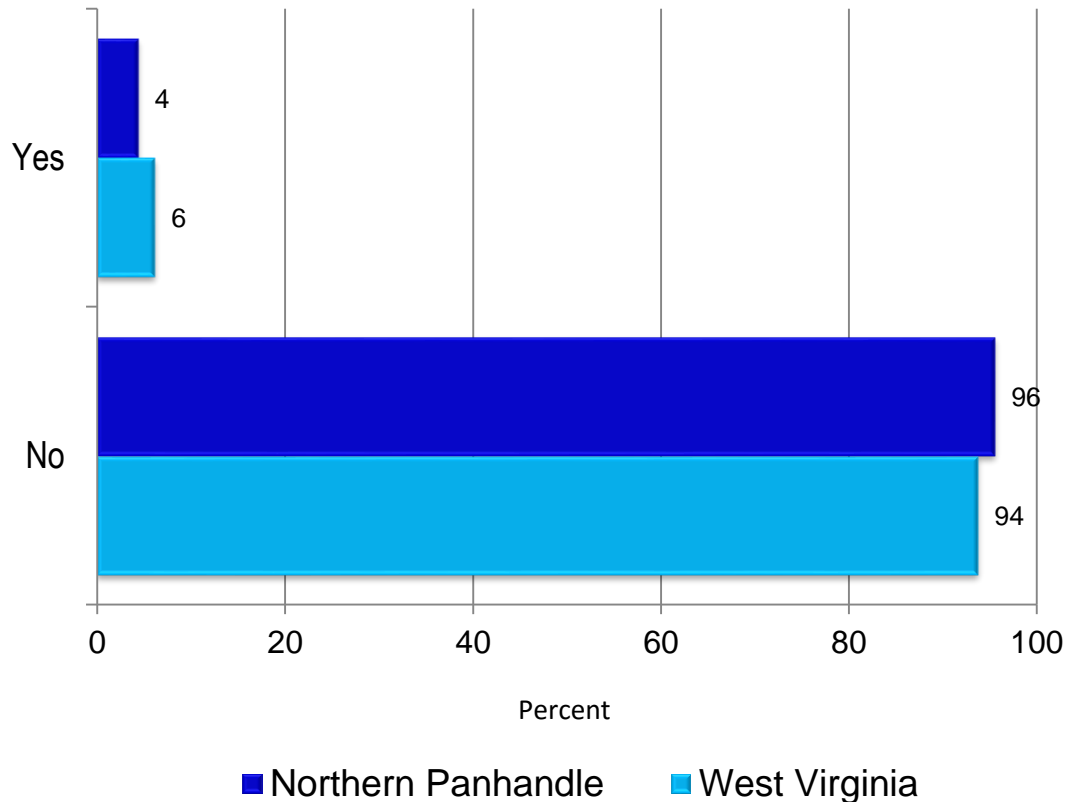
Base: Overnight Person-Trips to West Virginia



# Hispanic Background – Northern Panhandle



Base: Overnight Person-Trips to West Virginia





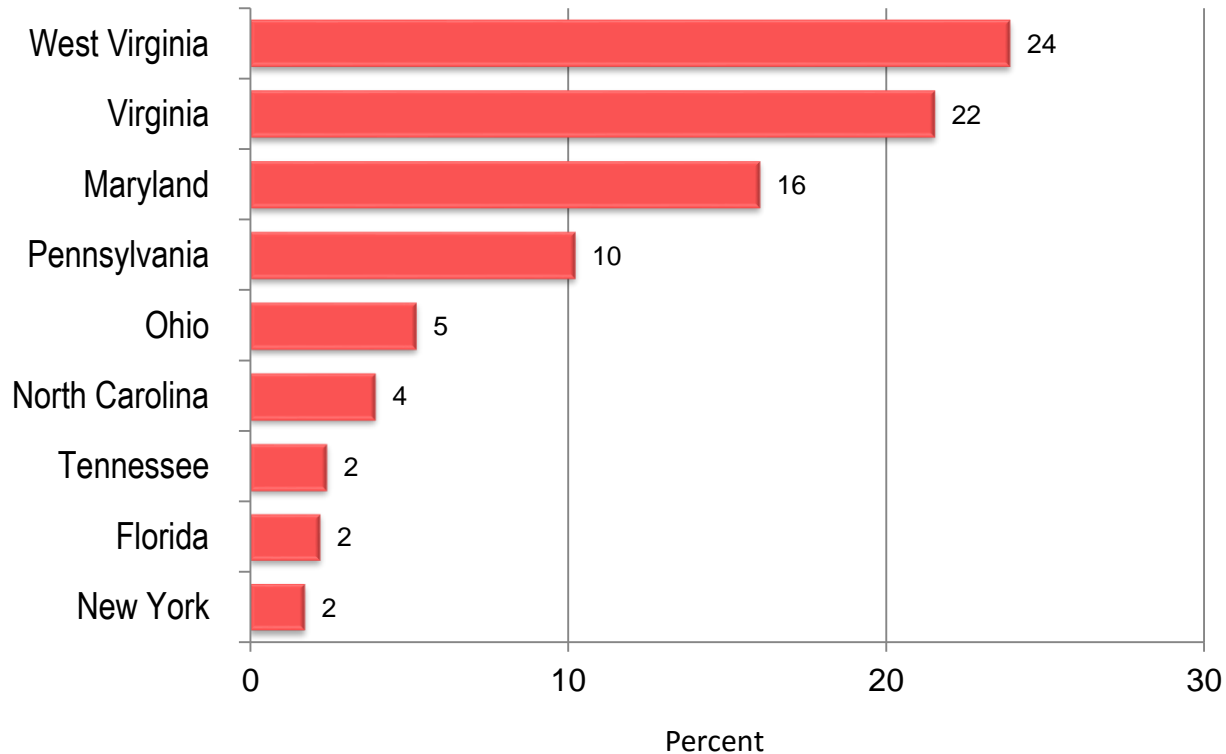


# Eastern Panhandle

# State Origin Of Overnight Trip — Eastern Panhandle



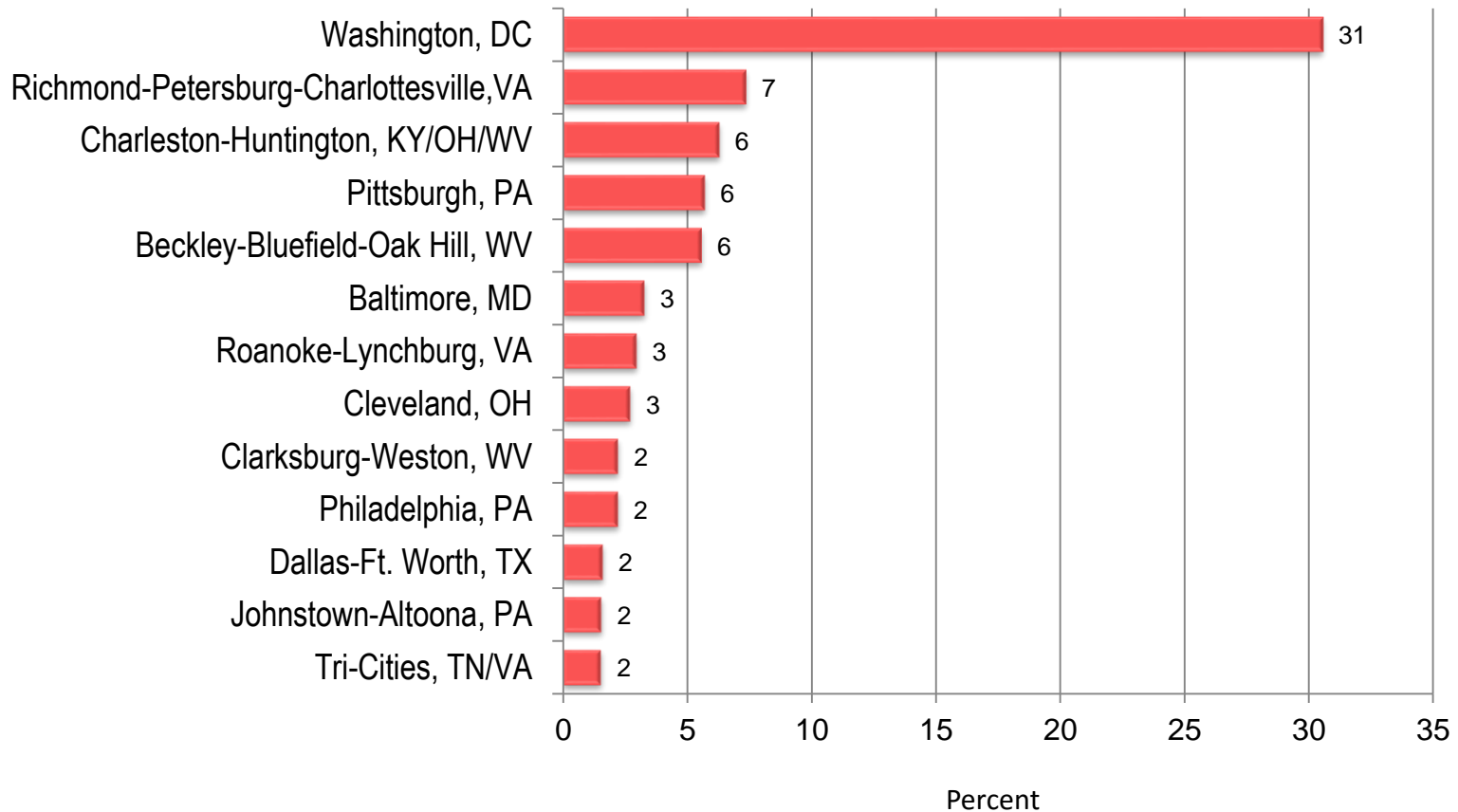
Base: Overnight Person-Trips to Eastern Panhandle



# DMA Origin Of Overnight Trip — Eastern Panhandle



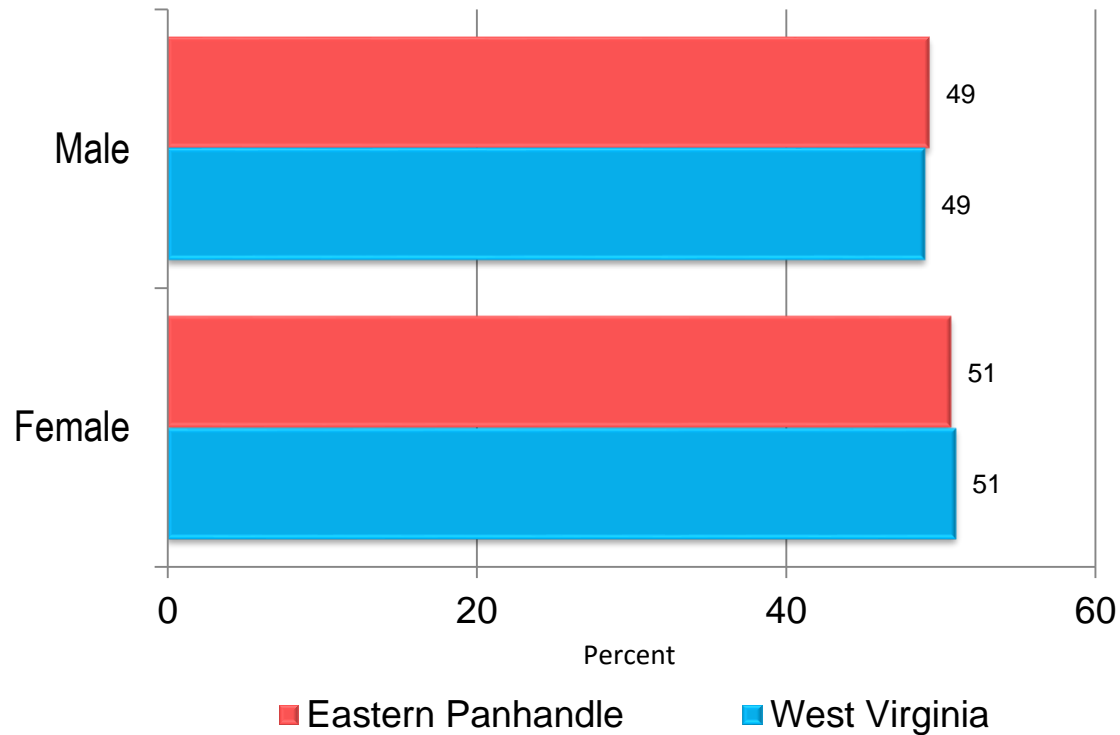
Base: Overnight Person-Trips to Eastern Panhandle



# Gender — Eastern Panhandle



Base: Overnight Person-Trips to West Virginia



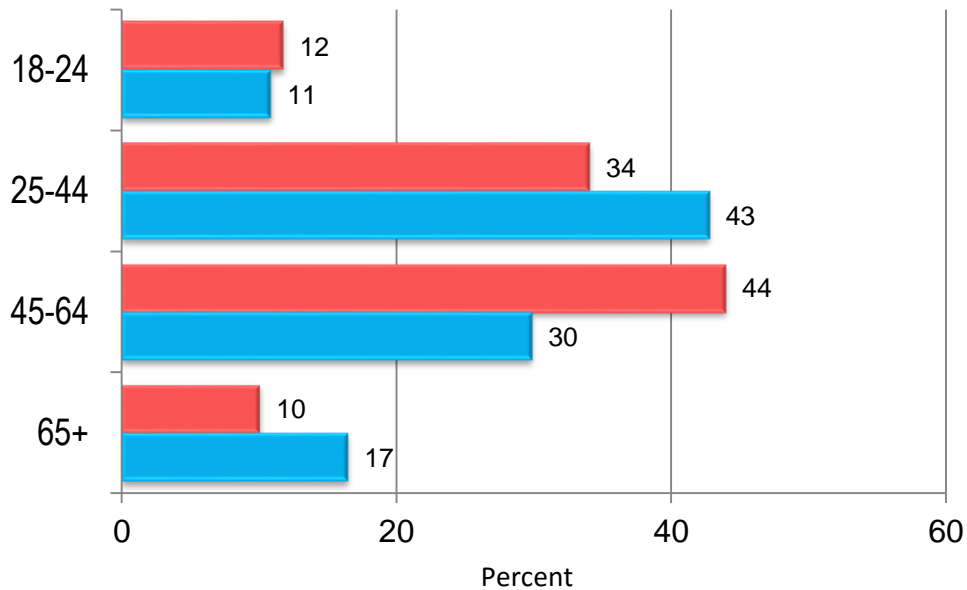
# Age – Eastern Panhandle



Base: Overnight Person-Trips to West Virginia

**Average Age  
Eastern Panhandle  
= 44.8**

**Average Age  
West Virginia  
= 44.7**

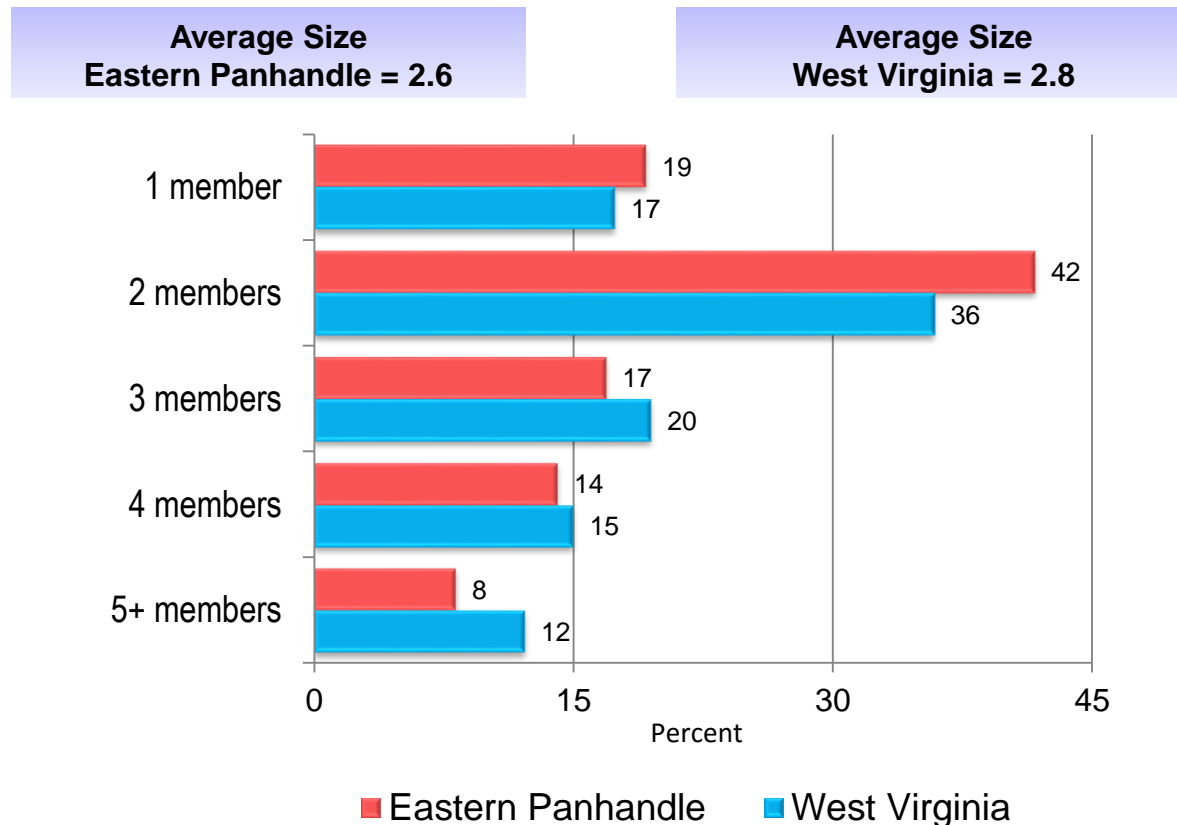


■ Eastern Panhandle    ■ West Virginia

# Household Size – Eastern Panhandle



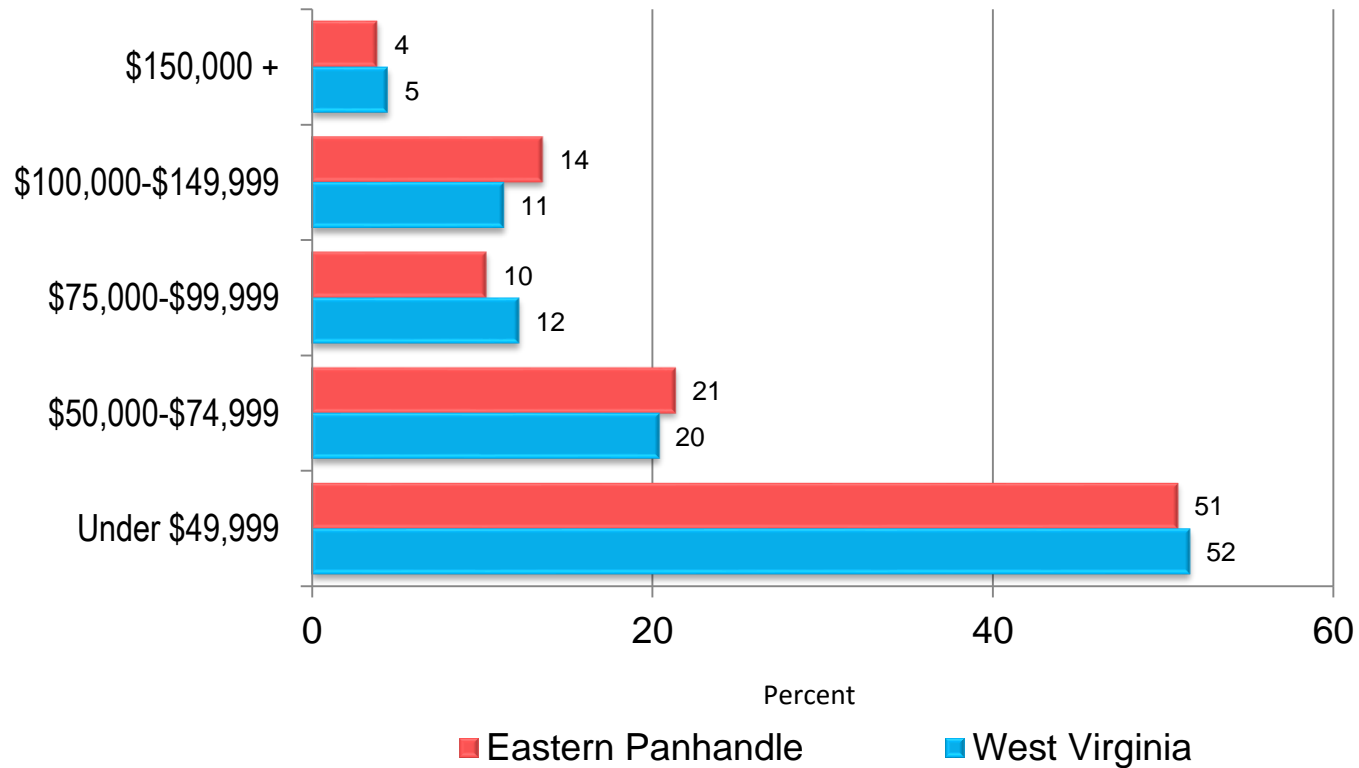
Base: Overnight Person-Trips to West Virginia



# Household Income – Eastern Panhandle



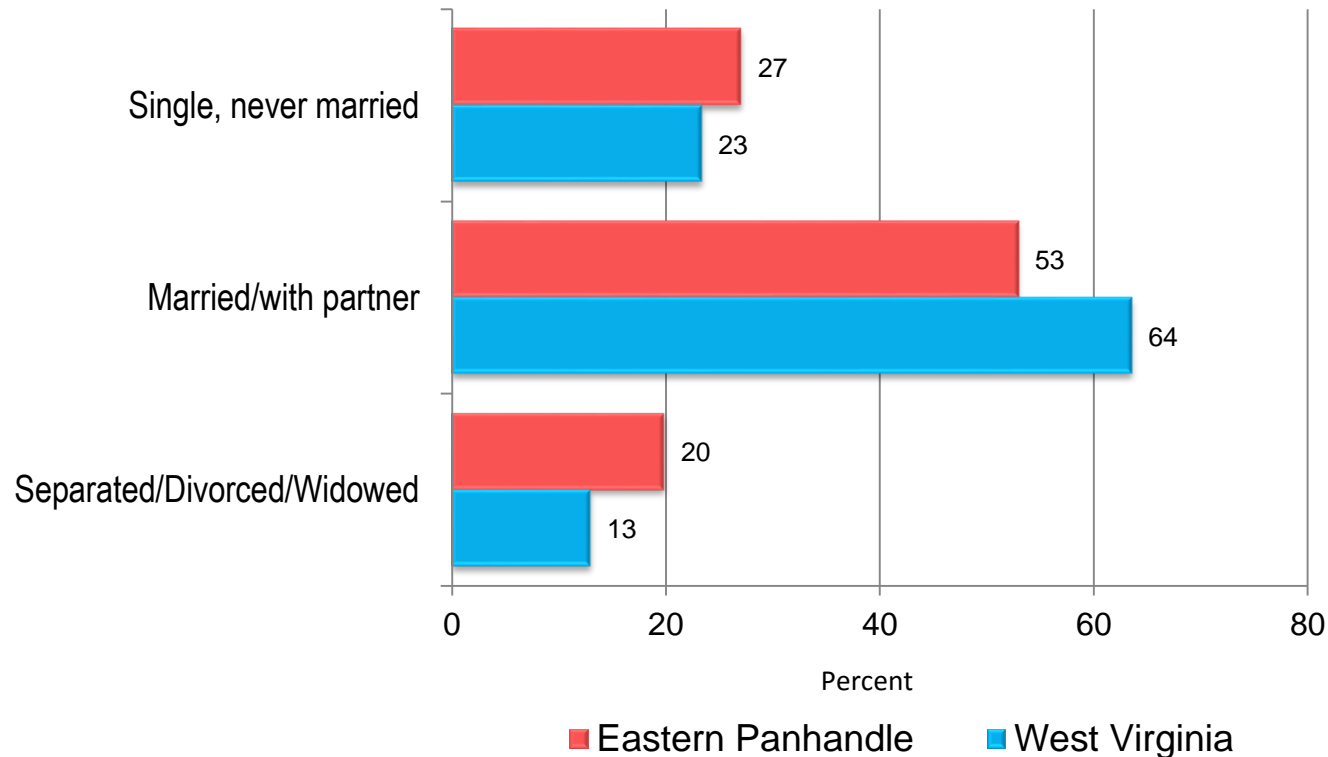
Base: Overnight Person-Trips to West Virginia



# Marital Status — Eastern Panhandle



Base: Overnight Person-Trips to West Virginia

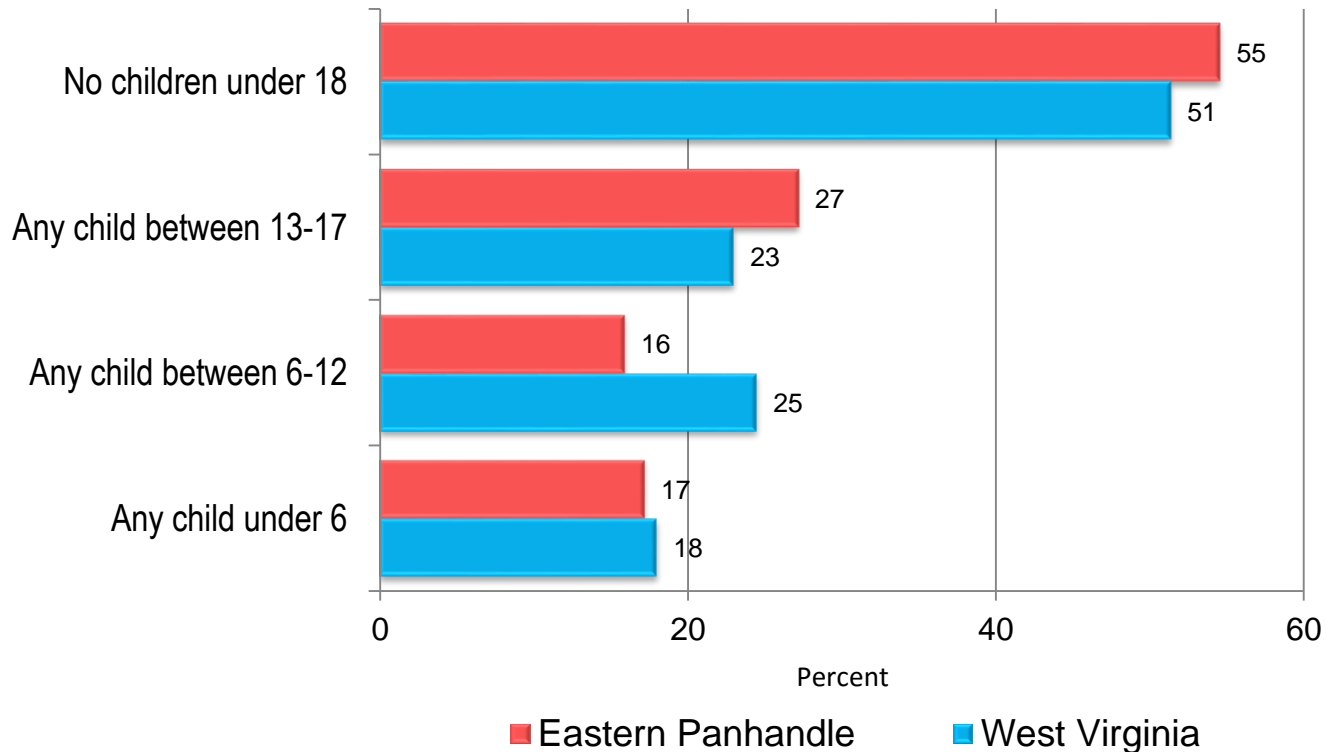




# Children in Household – Eastern Panhandle



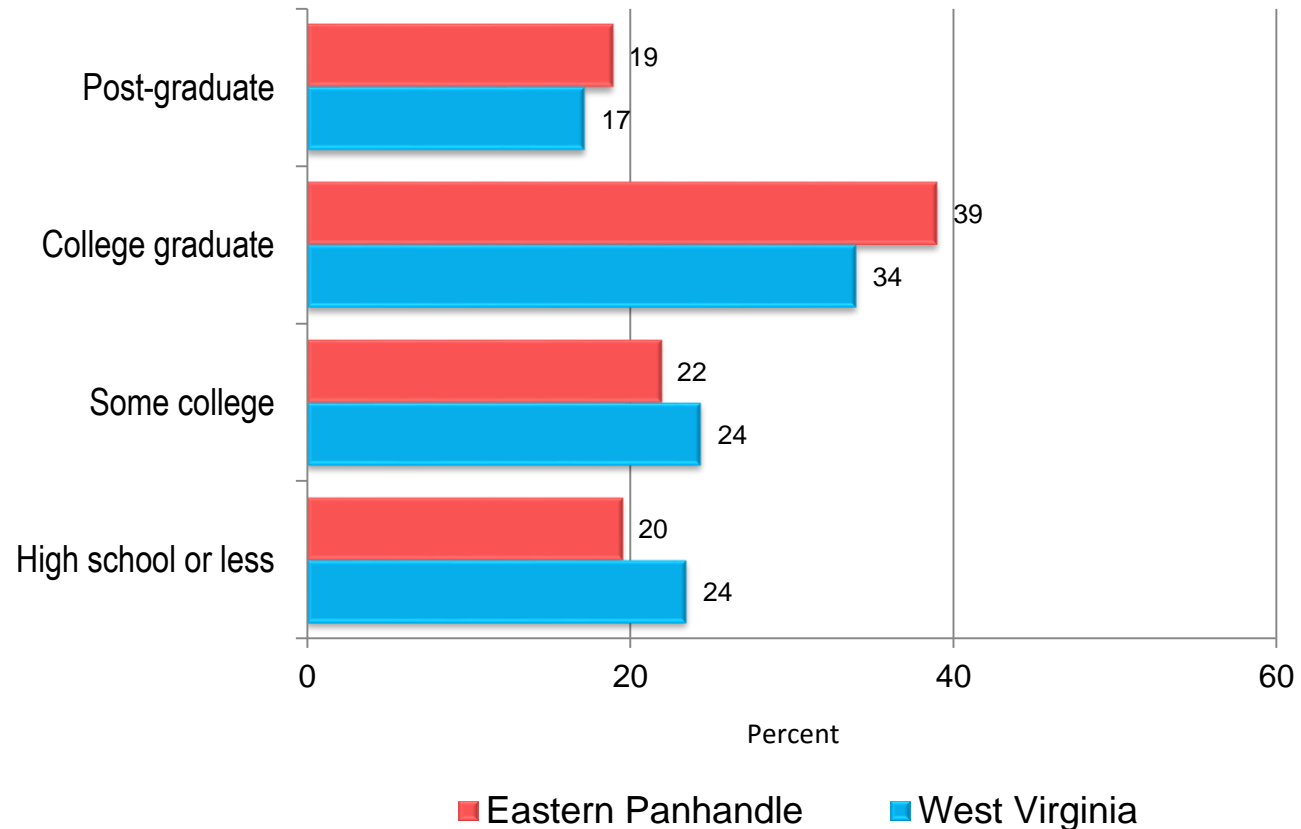
Base: Overnight Person-Trips to West Virginia



# Education – Eastern Panhandle



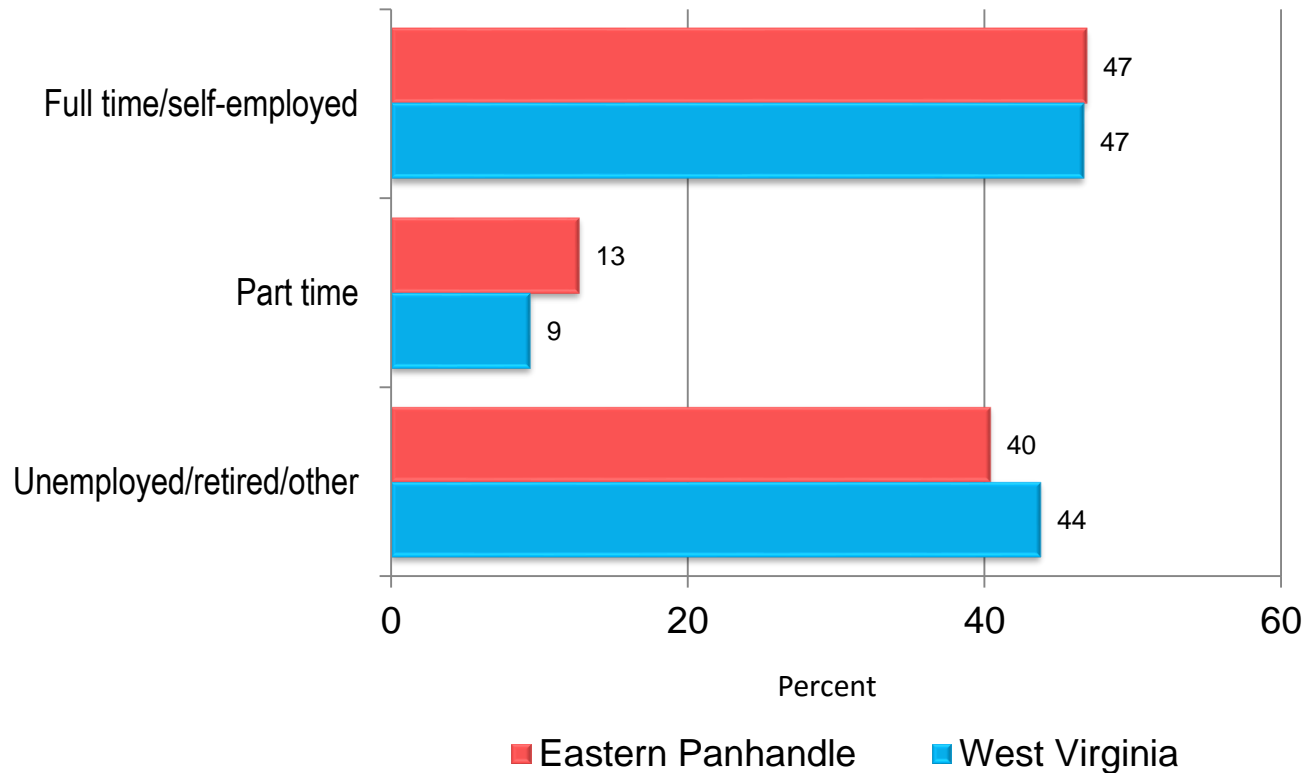
Base: Overnight Person-Trips to West Virginia



# Employment — Eastern Panhandle



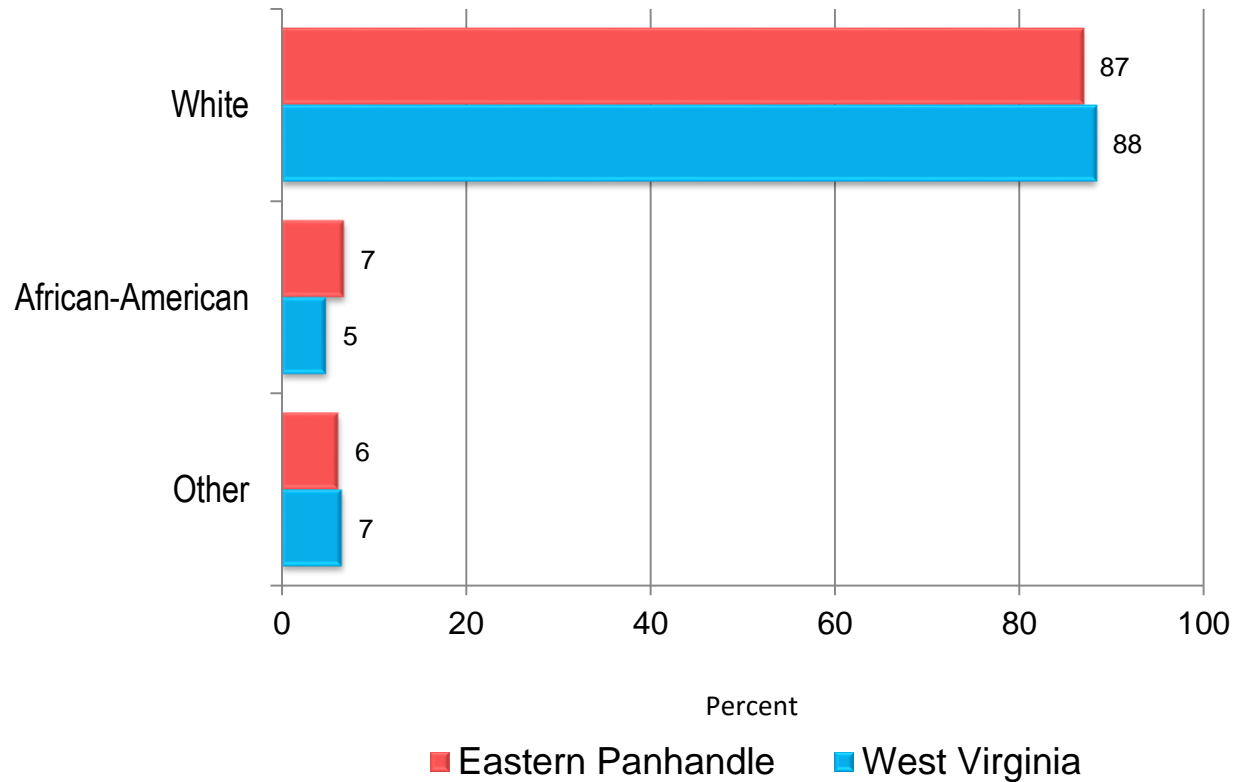
Base: Overnight Person-Trips to West Virginia



# Race — Eastern Panhandle



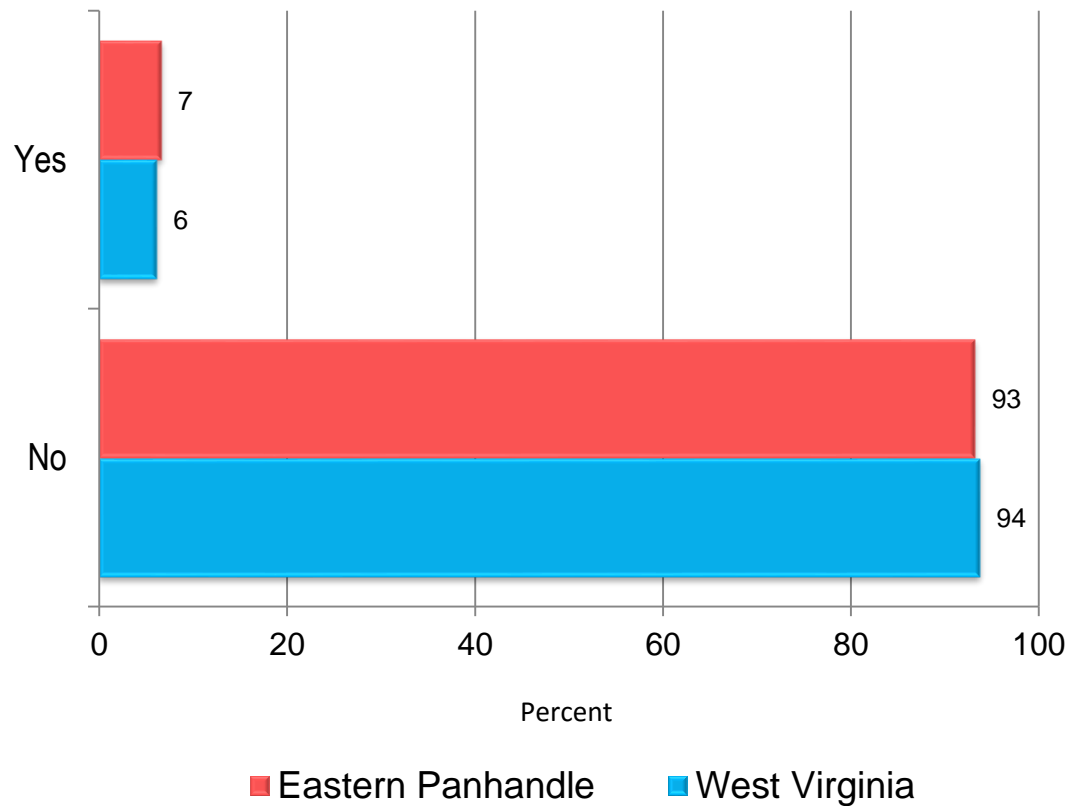
Base: Overnight Person-Trips to West Virginia



# Hispanic Background — Eastern Panhandle



Base: Overnight Person-Trips to West Virginia



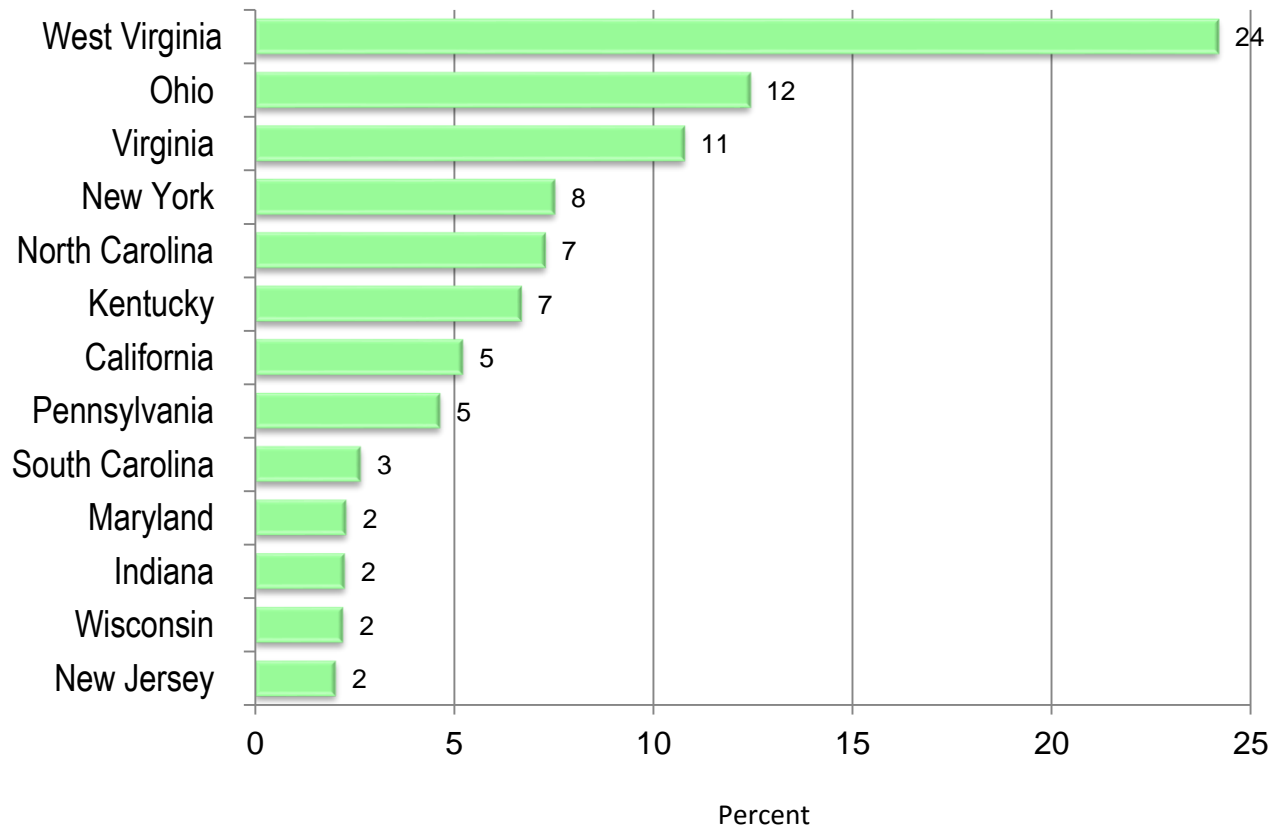


# Metro Valley

# State Origin Of Overnight Trip — Metro Valley



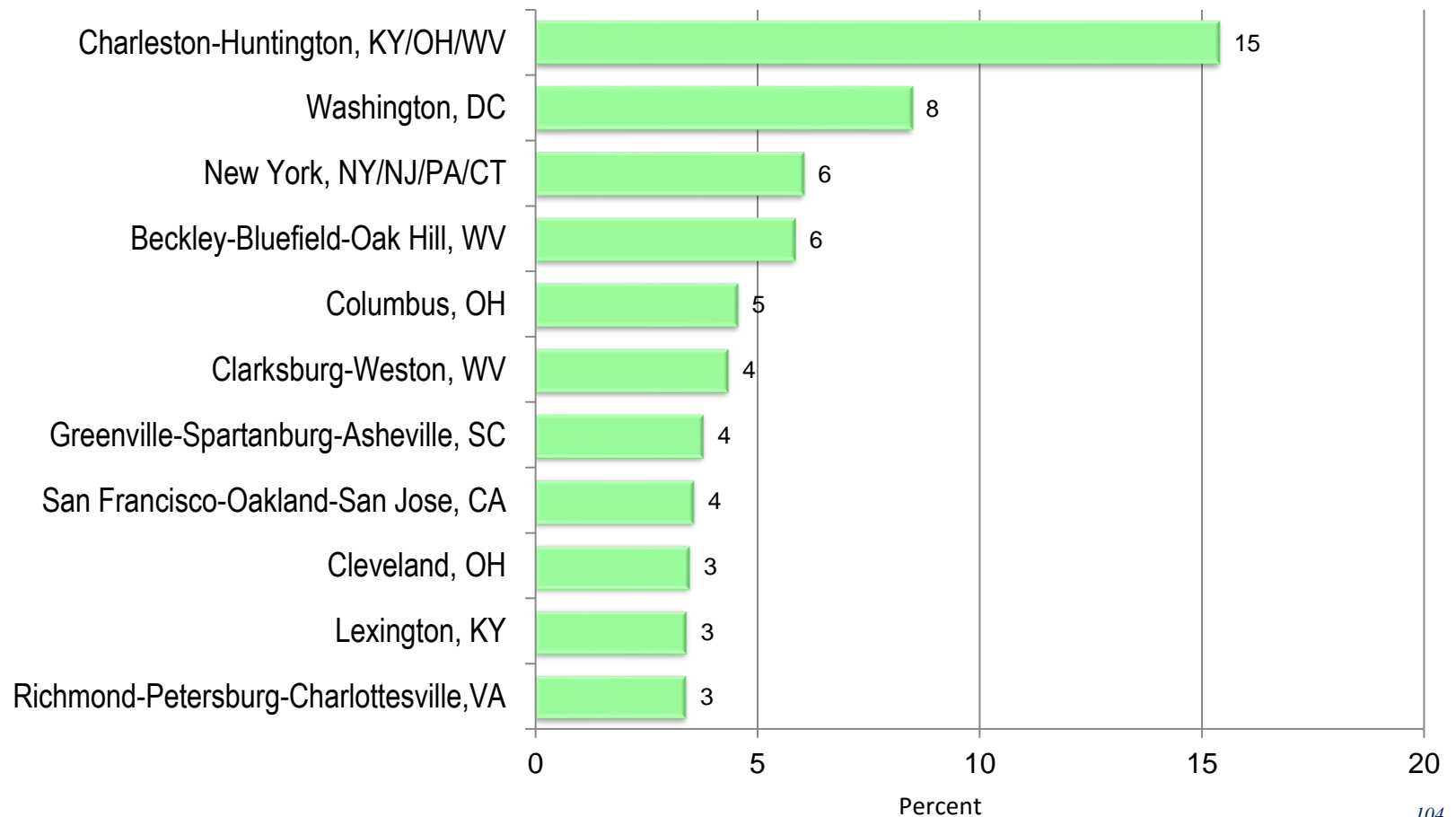
Base: Overnight Person-Trips to the Metro Valley



# DMA Origin Of Overnight Trip — Metro Valley



Base: Overnight Person-Trips to the Metro Valley

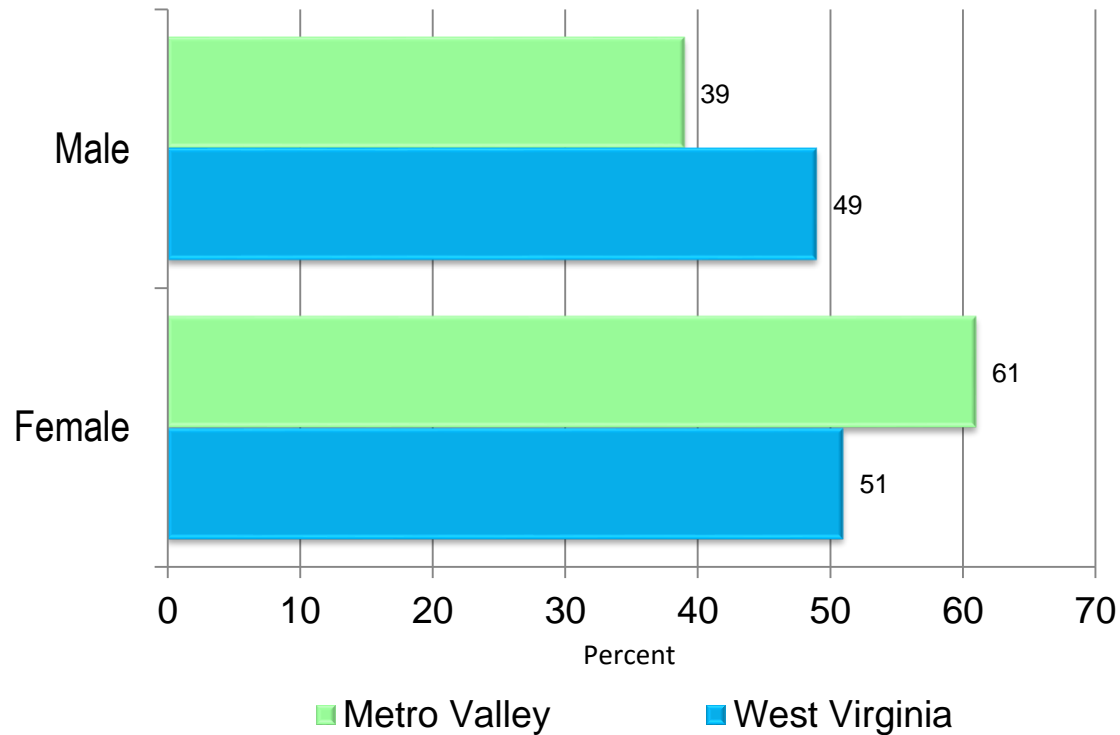




# Gender – Metro Valley



Base: Overnight Person-Trips to West Virginia



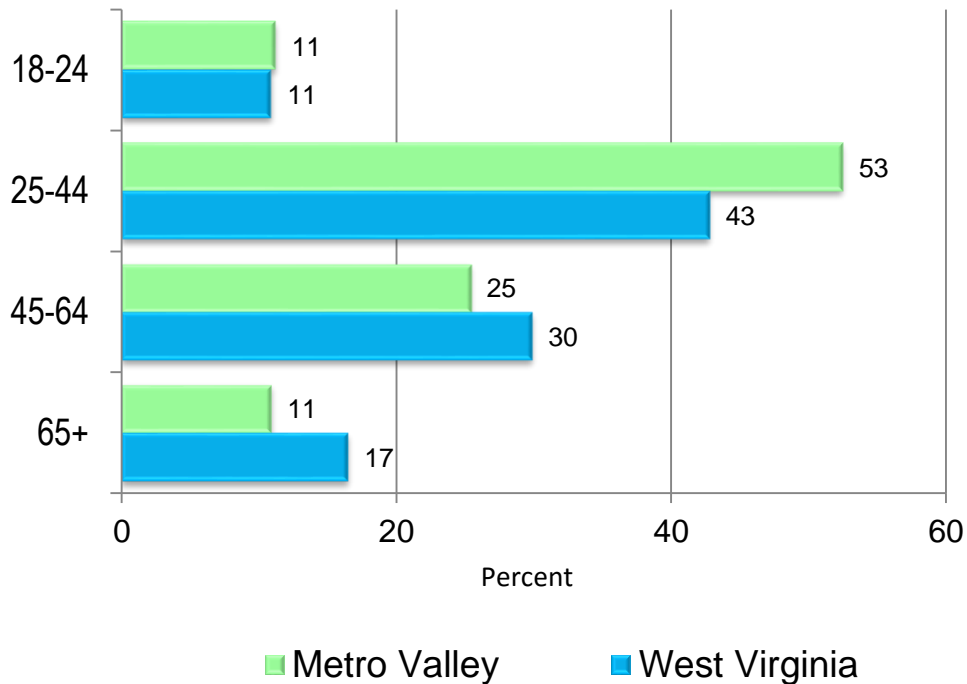
# Age – Metro Valley



Base: Overnight Person-Trips to West Virginia

**Average Age  
Metro Valley  
= 41.7**

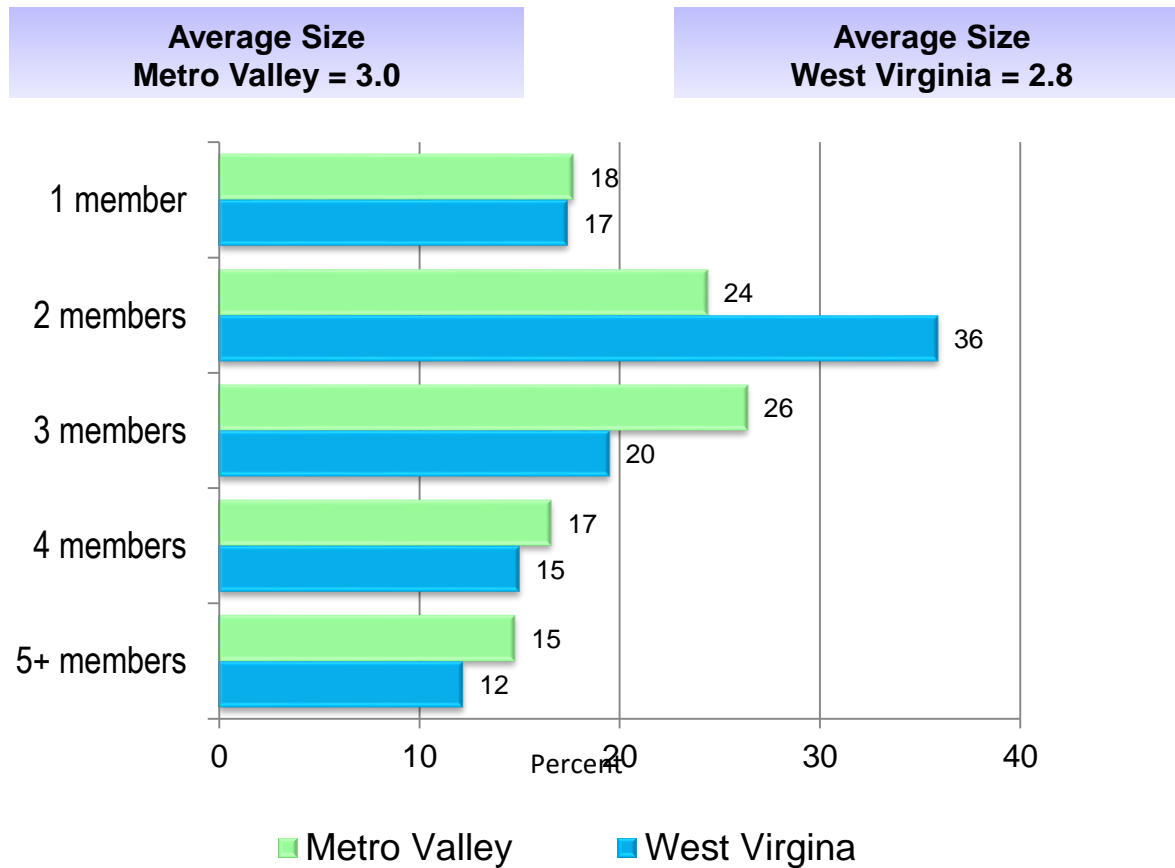
**Average Age  
West Virginia  
= 44.7**



# Household Size – Metro Valley



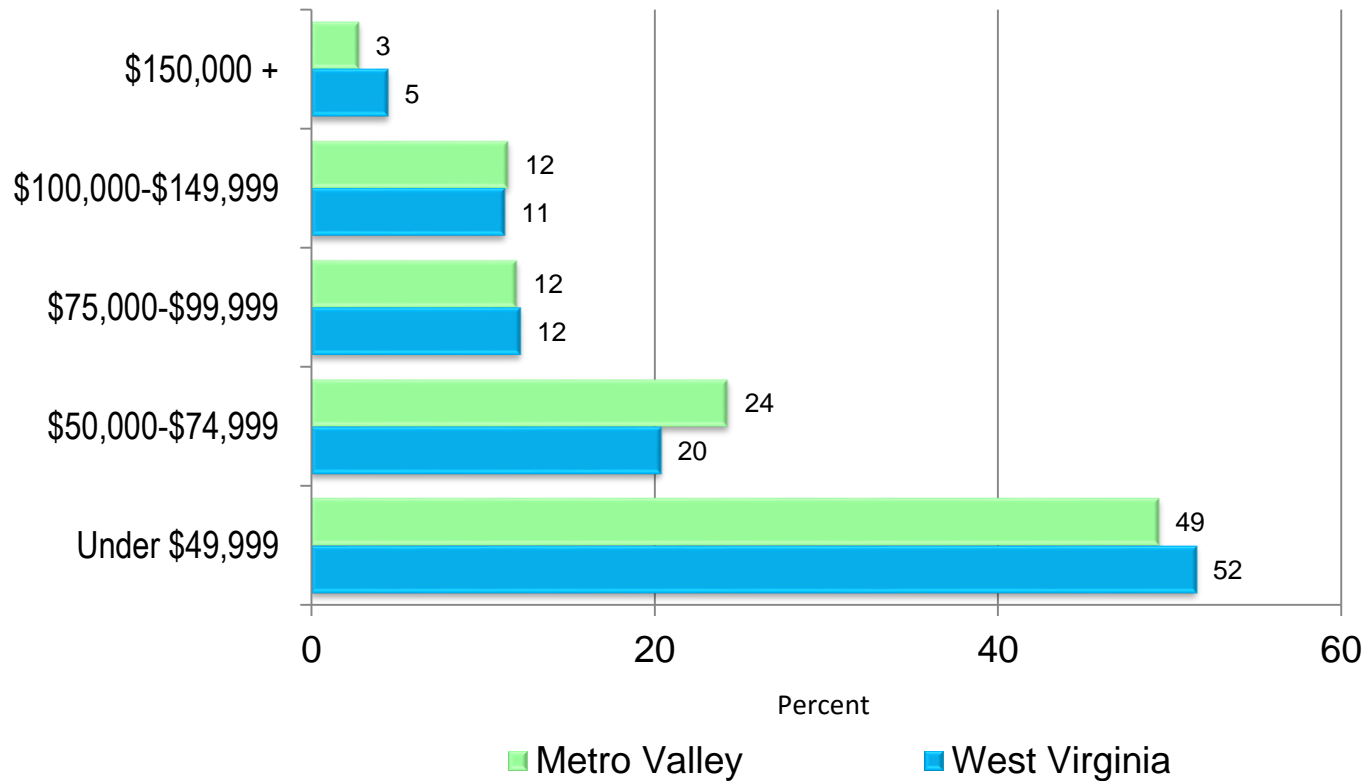
Base: Overnight Person-Trips to West Virginia



# Household Income – Metro Valley



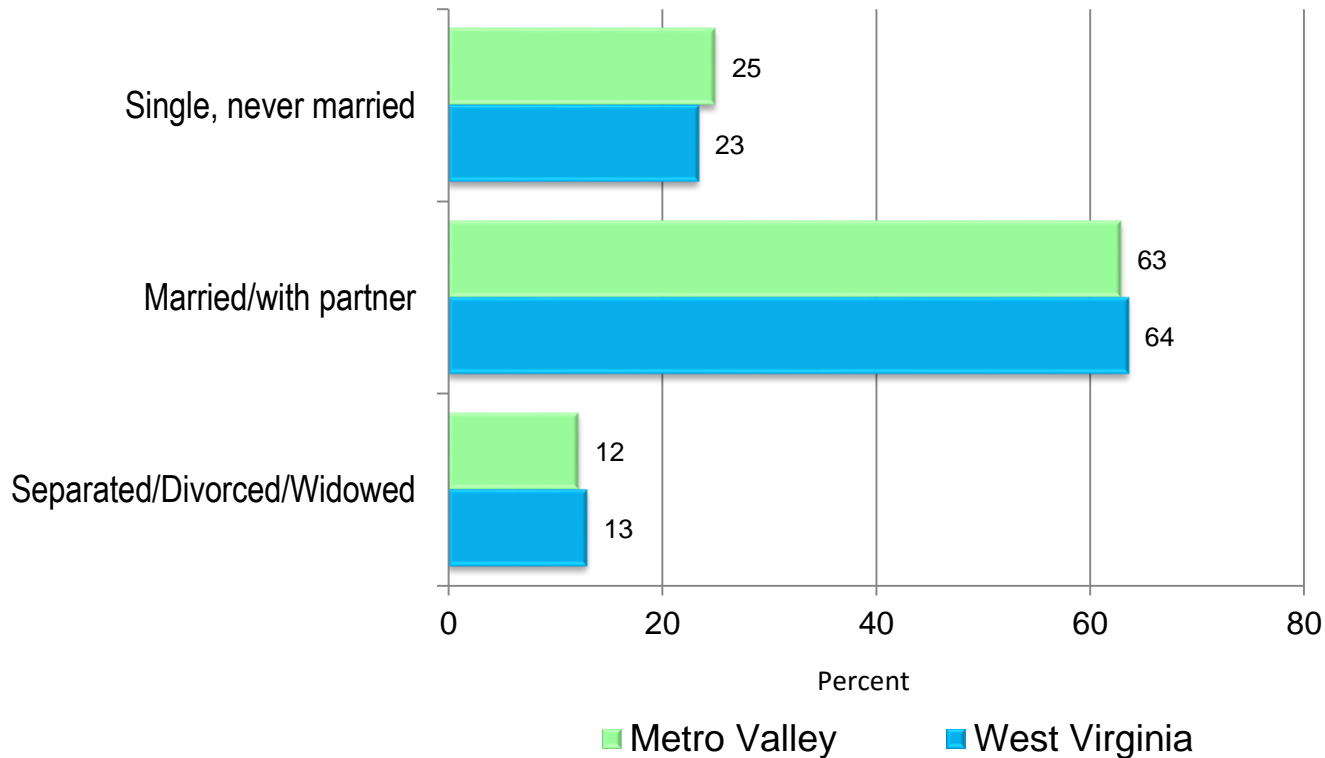
Base: Overnight Person-Trips to West Virginia



# Marital Status — Metro Valley



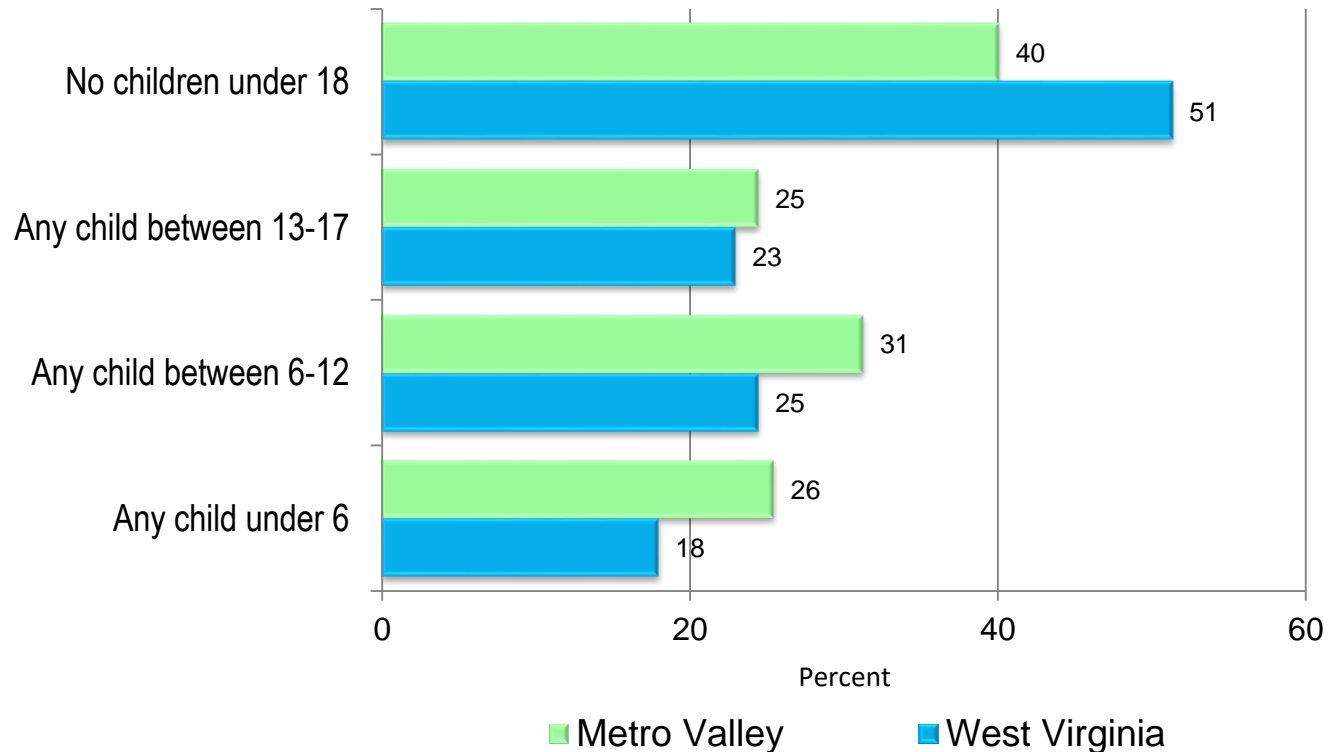
Base: Overnight Person-Trips to West Virginia



# Children in Household – Metro Valley



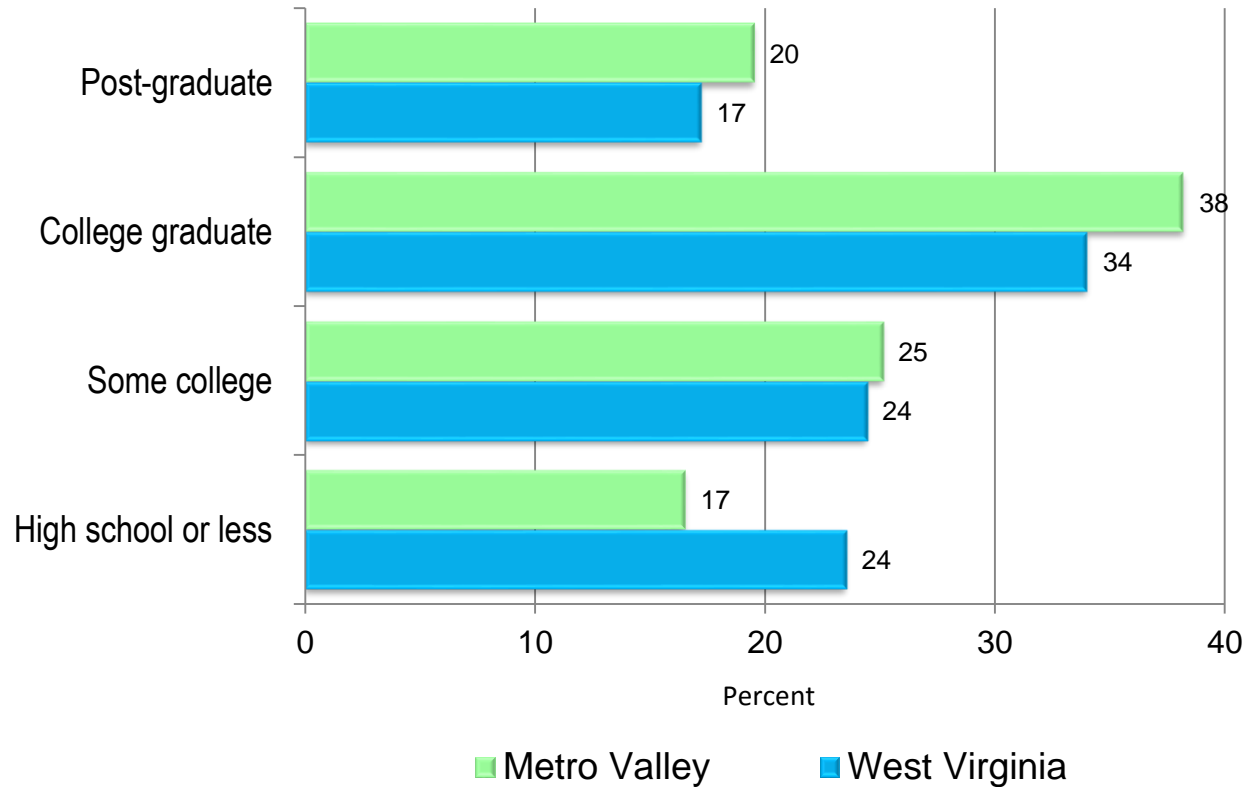
Base: Overnight Person-Trips to West Virginia



# Education – Metro Valley



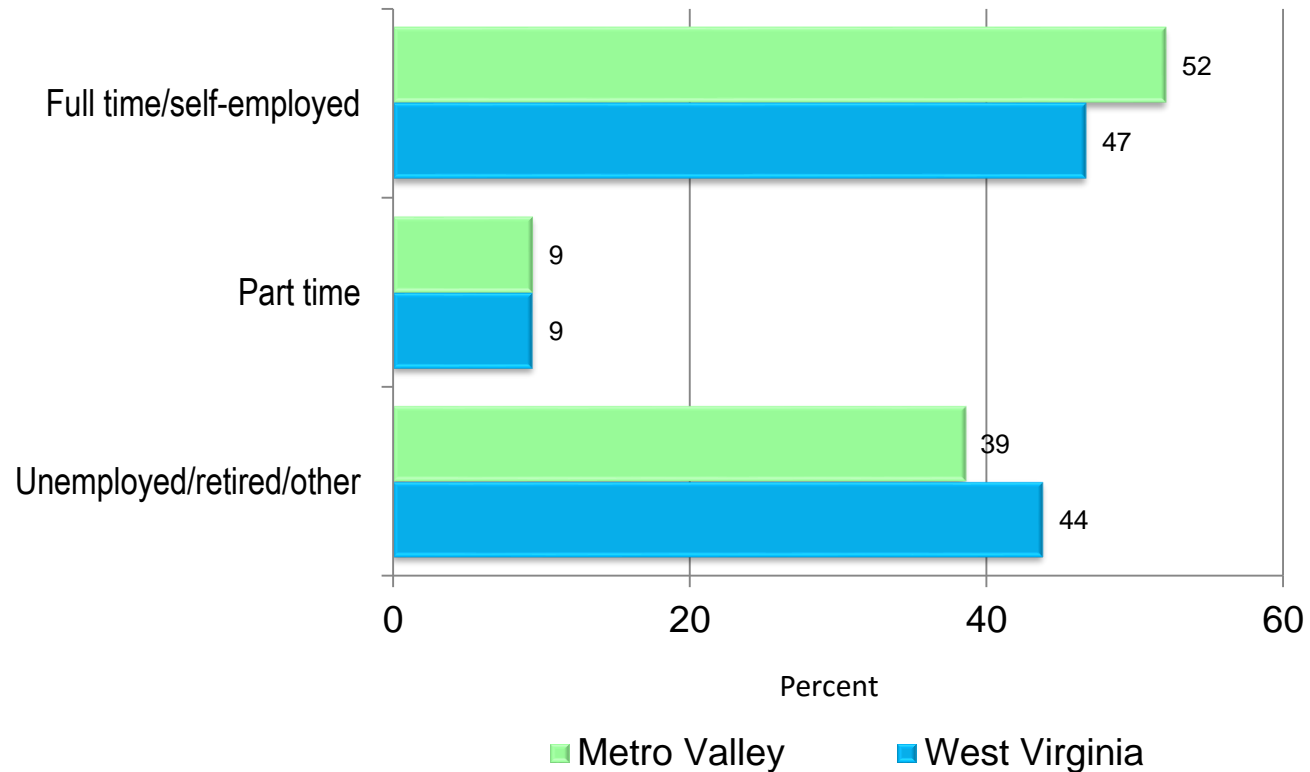
Base: Overnight Person-Trips to West Virginia



# Employment – Metro Valley



Base: Overnight Person-Trips to West Virginia

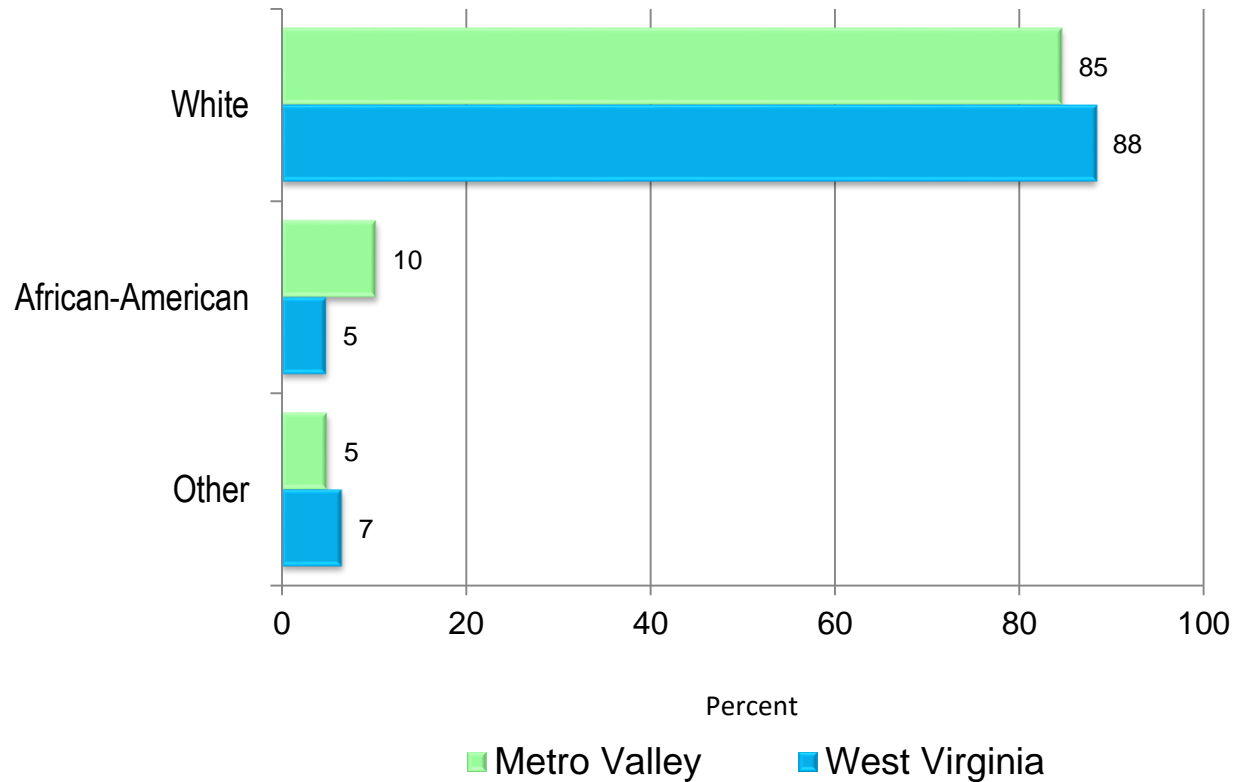




# Race — Metro Valley



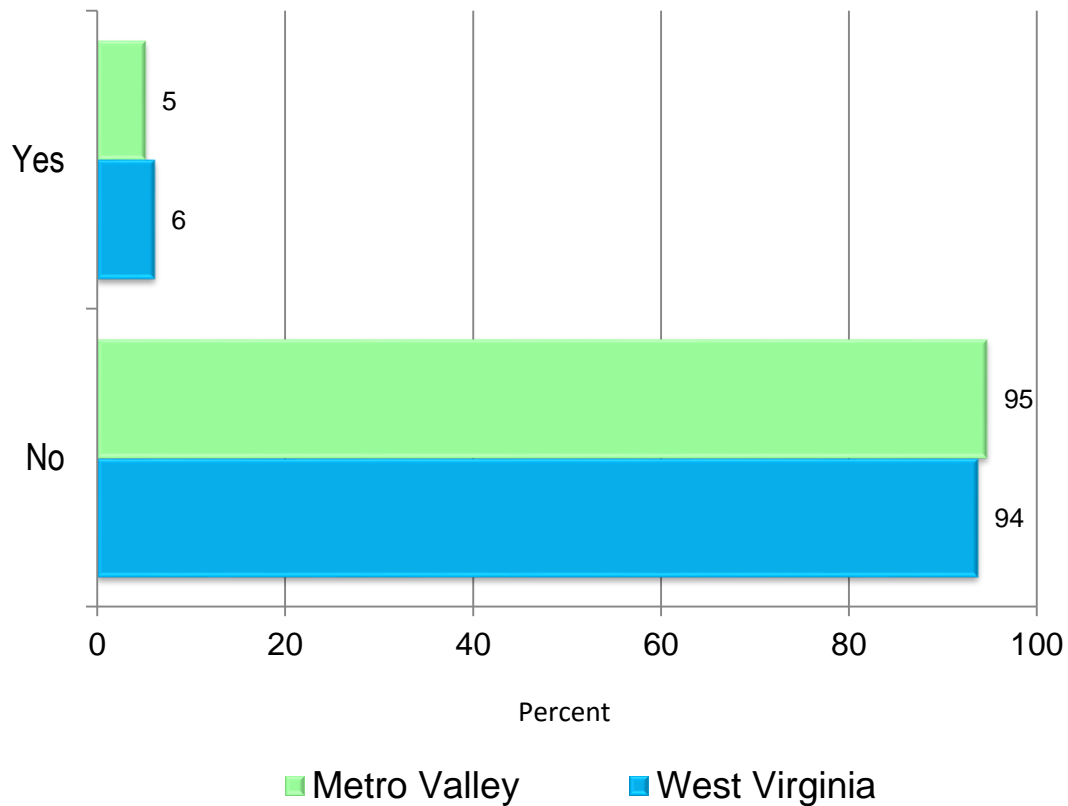
Base: Overnight Person-Trips to West Virginia



# Hispanic Background – Metro Valley



Base: Overnight Person-Trips to West Virginia



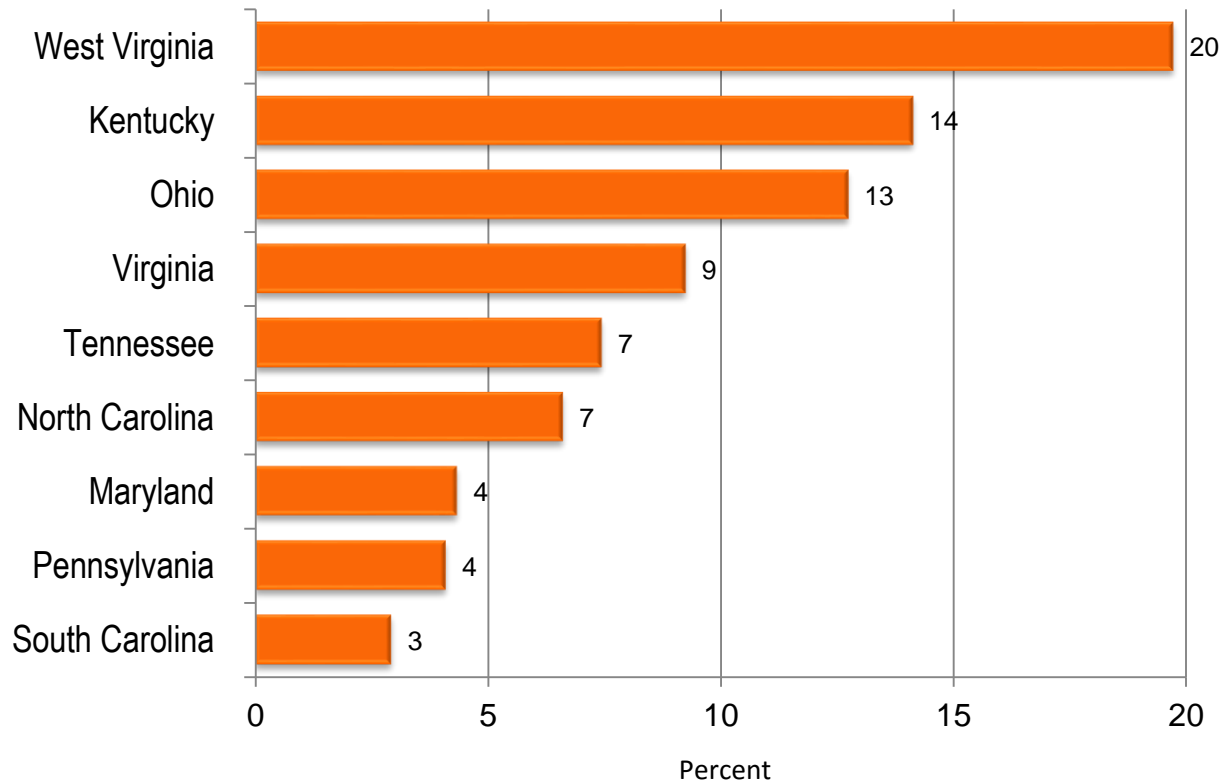


# Hatfield-McCoy Mountains

# State Origin Of Overnight Trip — Hatfield-McCoy Mountains



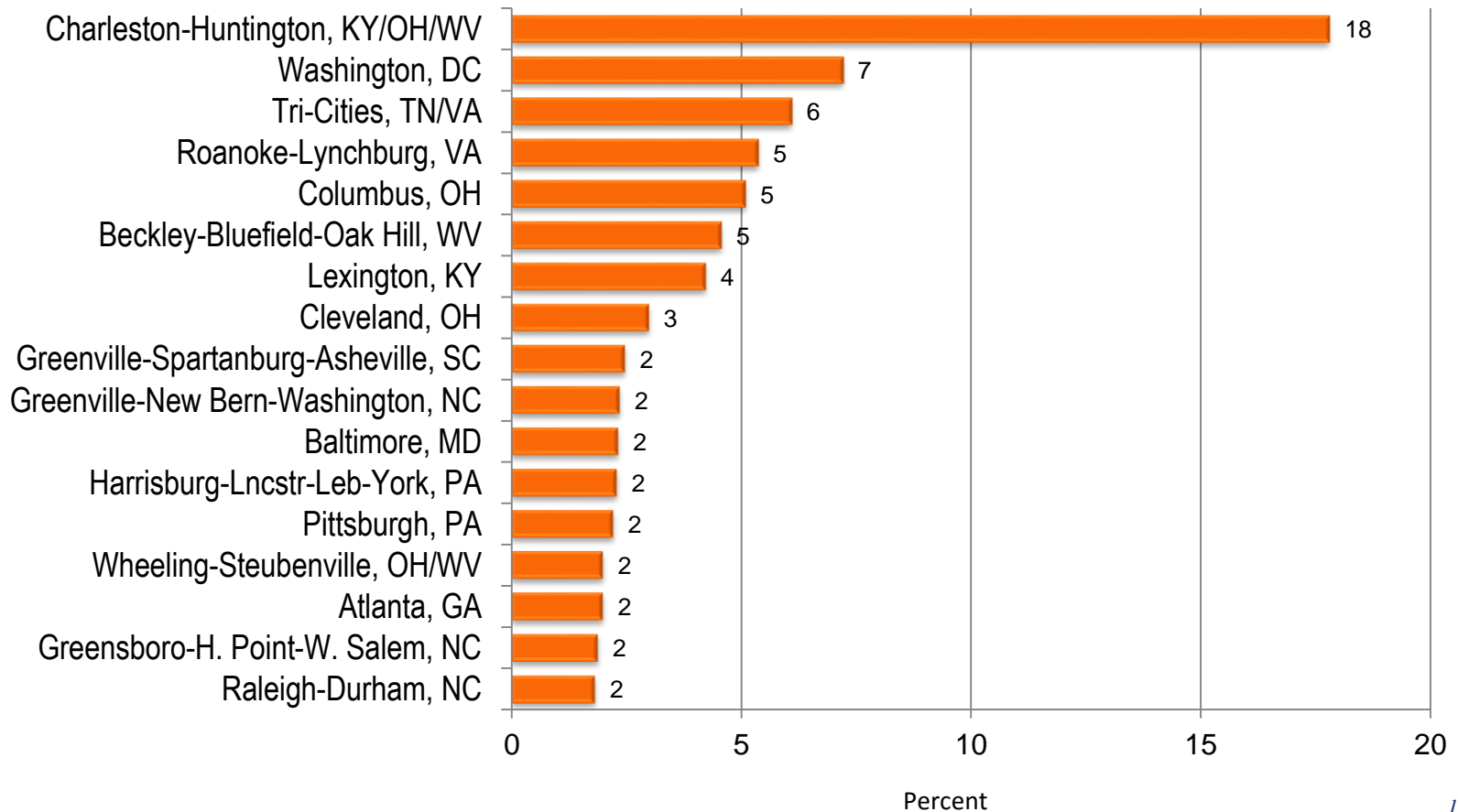
Base: Overnight Person-Trips to Hatfield-McCoy Mountains



# DMA Origin Of Overnight Trip — Hatfield-McCoy Mountains



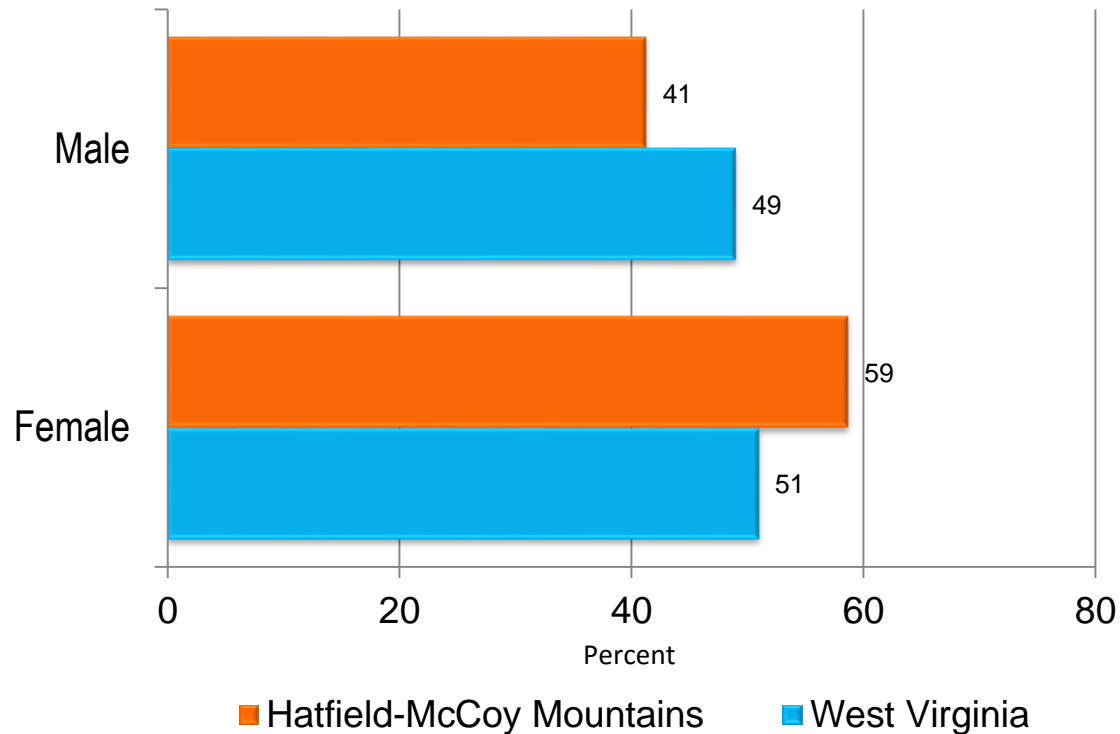
Base: Overnight Person-Trips to Hatfield-McCoy Mountains



# Gender — Hatfield-McCoy Mountains



Base: Overnight Person-Trips to West Virginia



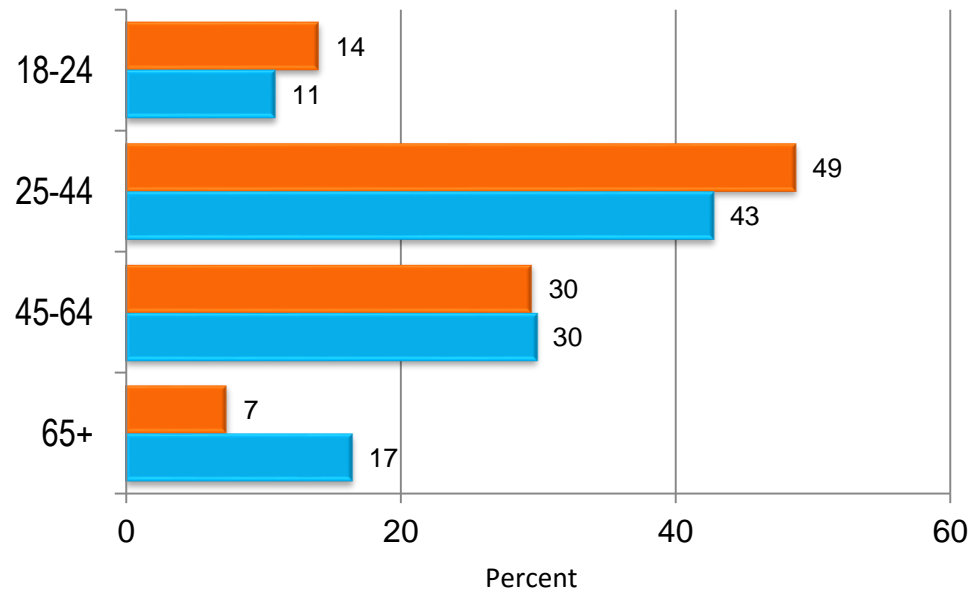
# Age — Hatfield-McCoy Mountains



Base: Overnight Person-Trips to West Virginia

**Average Age  
Hatfield-McCoy Mountains  
= 40.8**

**Average Age  
West Virginia  
= 44.7**



■ Hatfield-McCoy Mountains ■ West Virginia

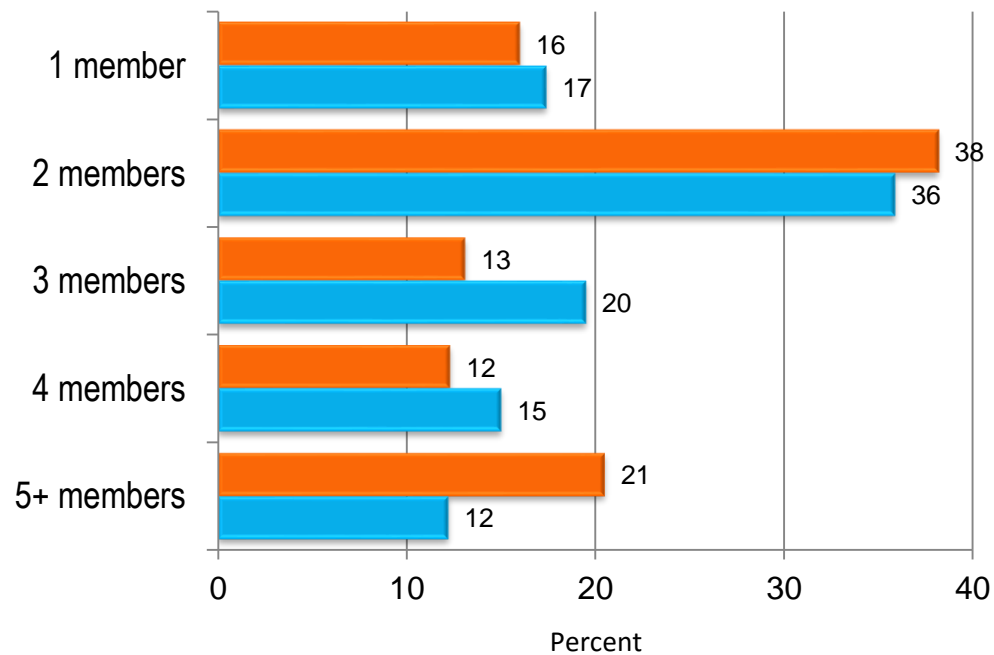
# Household Size – Hatfield-McCoy Mountains



Base: Overnight Person-Trips to West Virginia

**Average Size**  
Hatfield-McCoy Mountains = 3.1

**Average Size**  
West Virginia = 2.8



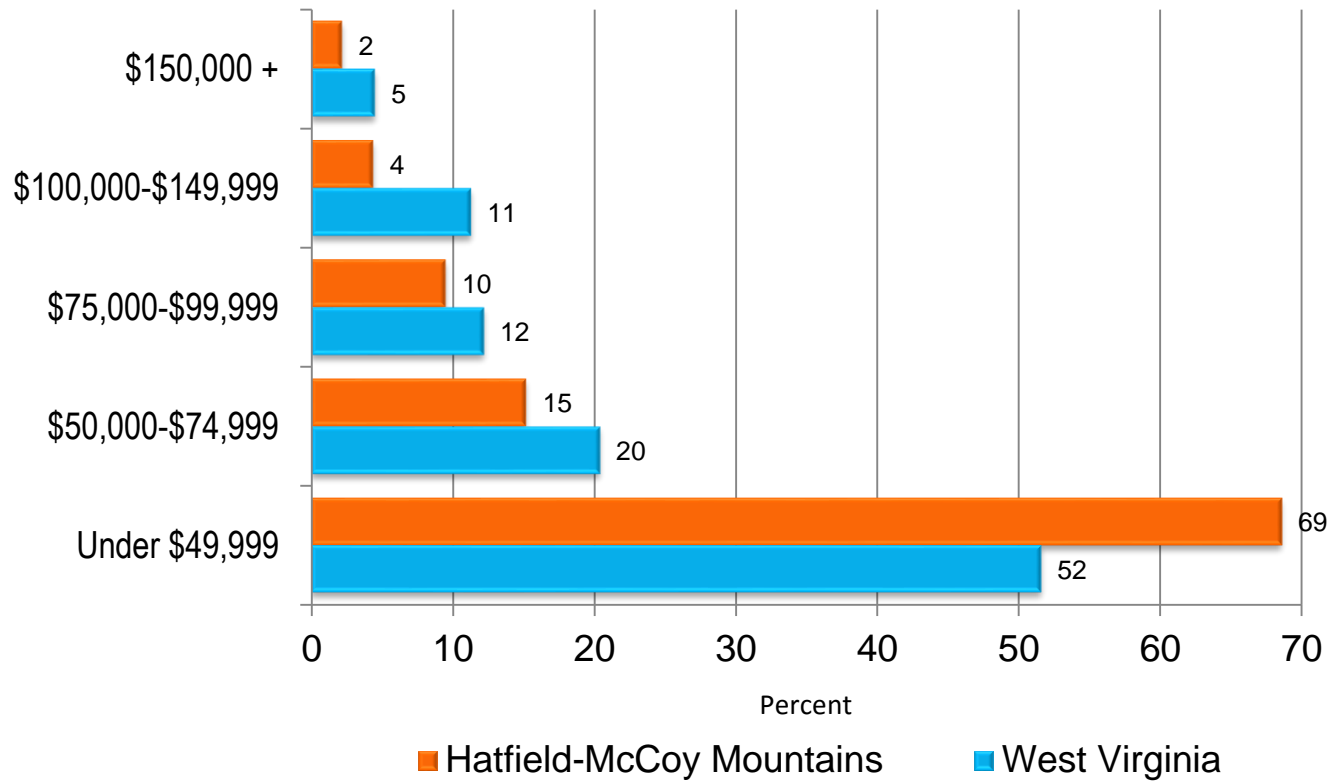
■ Hatfield-McCoy Mountains ■ West Virginia



# Household Income – Hatfield-McCoy Mountains



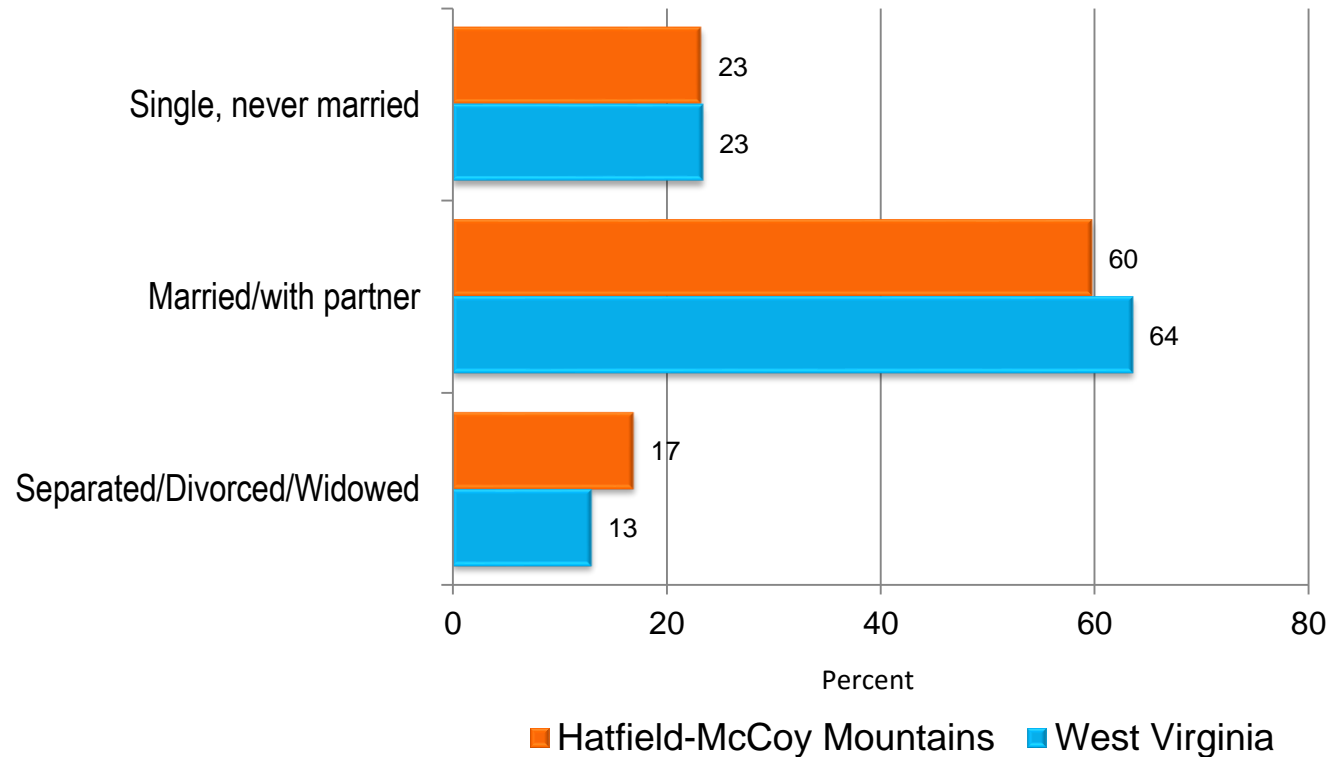
Base: Overnight Person-Trips to West Virginia



# Marital Status – Hatfield-McCoy Mountains



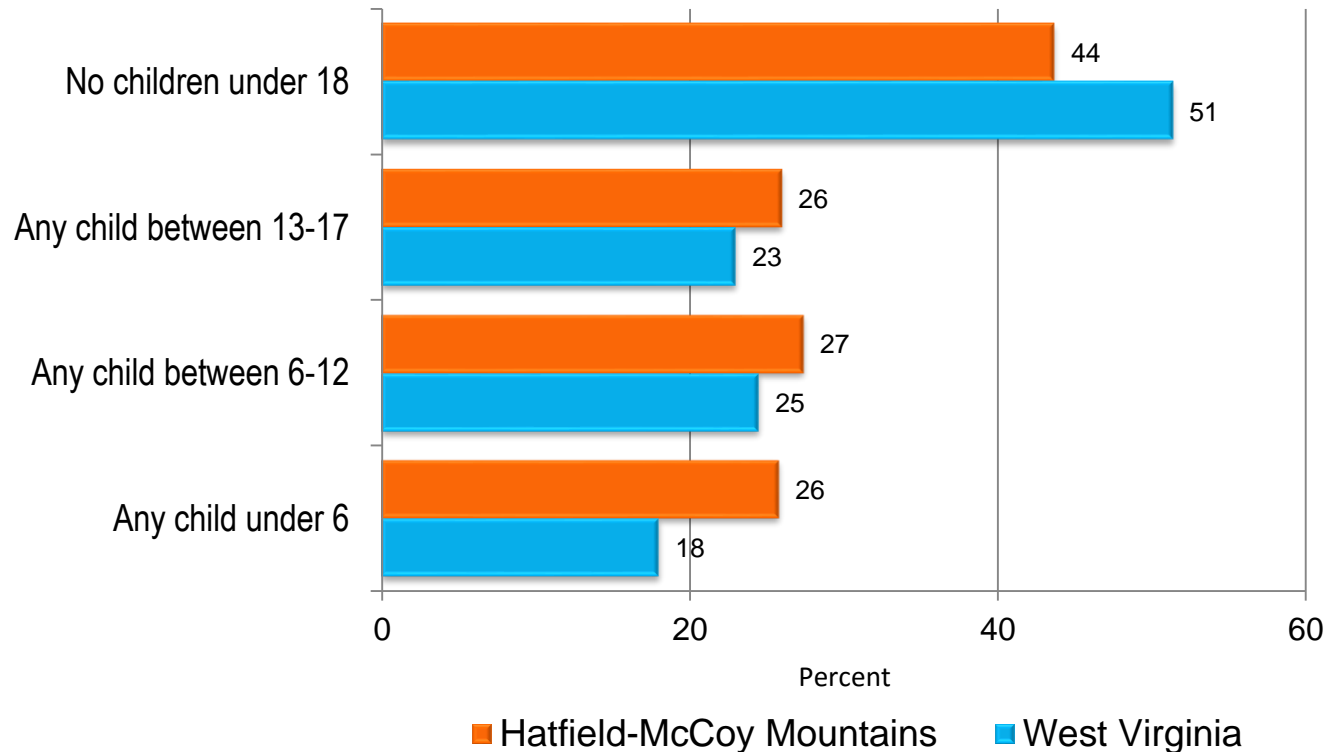
Base: Overnight Person-Trips to West Virginia



# Children in Household – Hatfield-McCoy Mountains



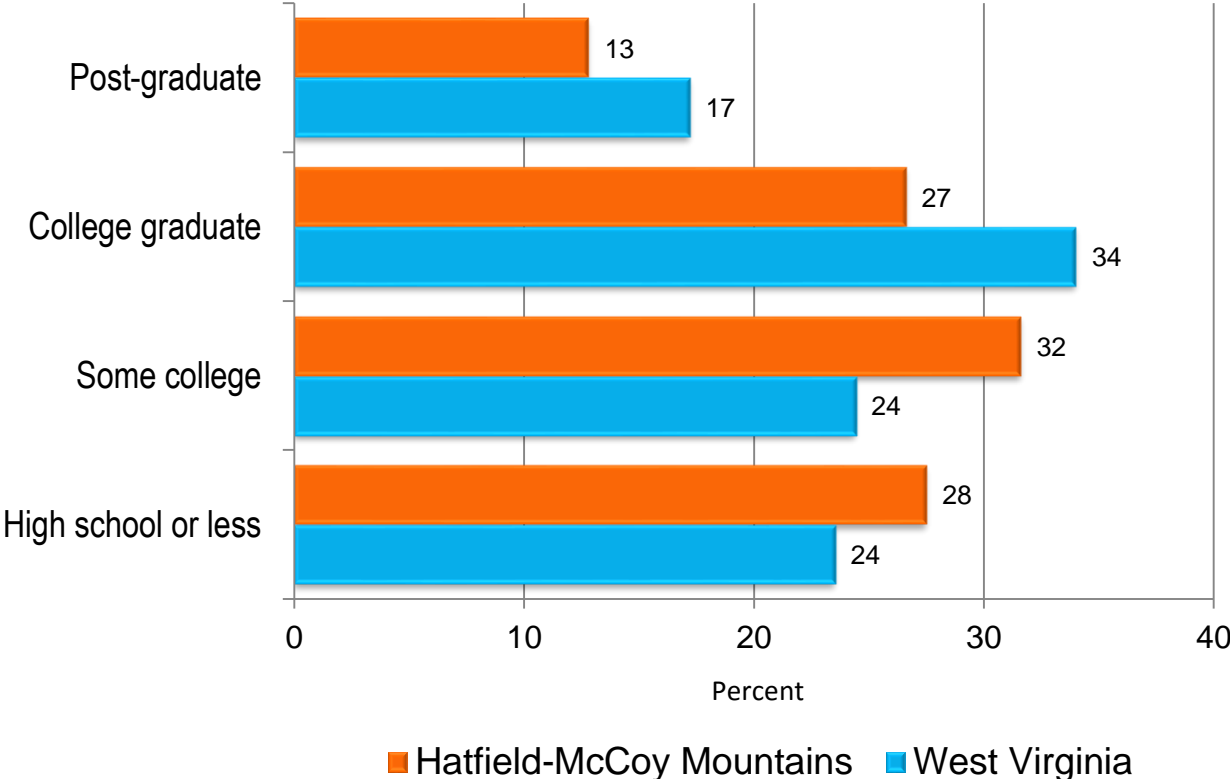
Base: Overnight Person-Trips to West Virginia



# Education – Hatfield-McCoy Mountains



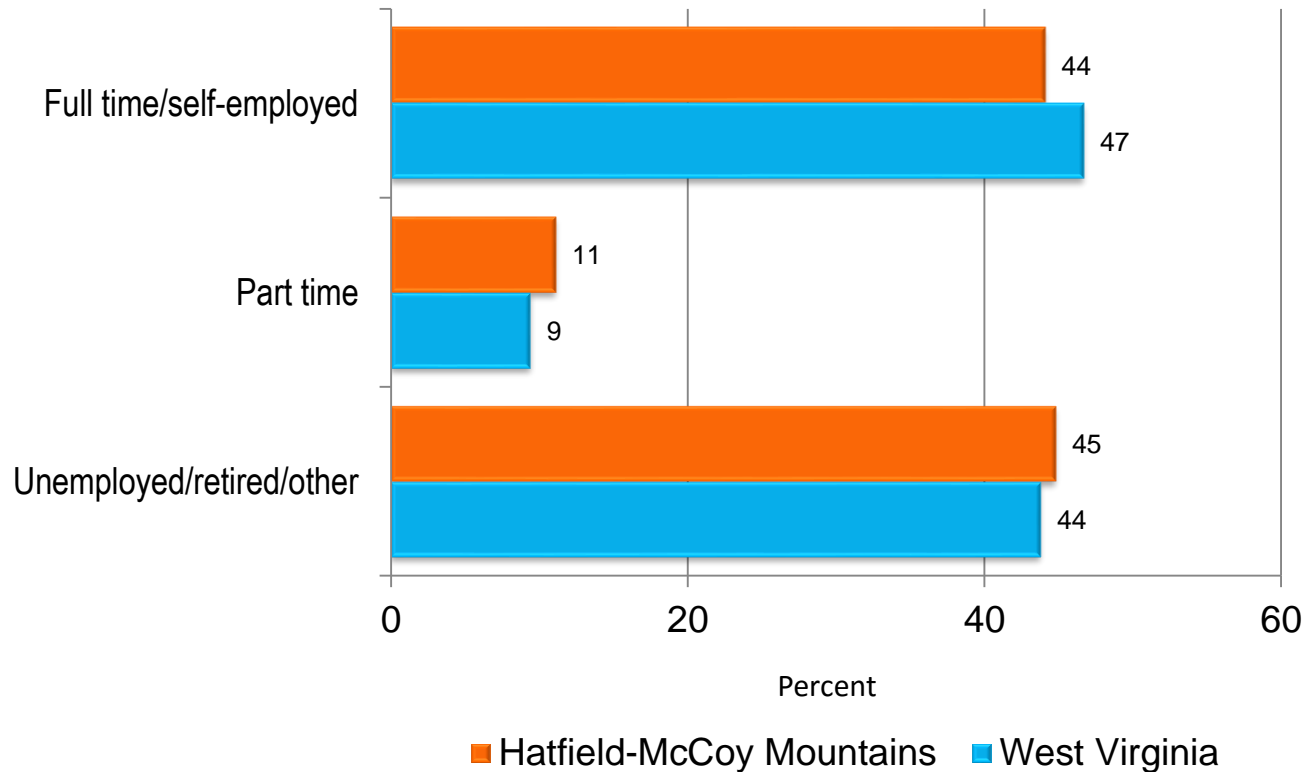
Base: Overnight Person-Trips to West Virginia



# Employment — Hatfield-McCoy Mountains



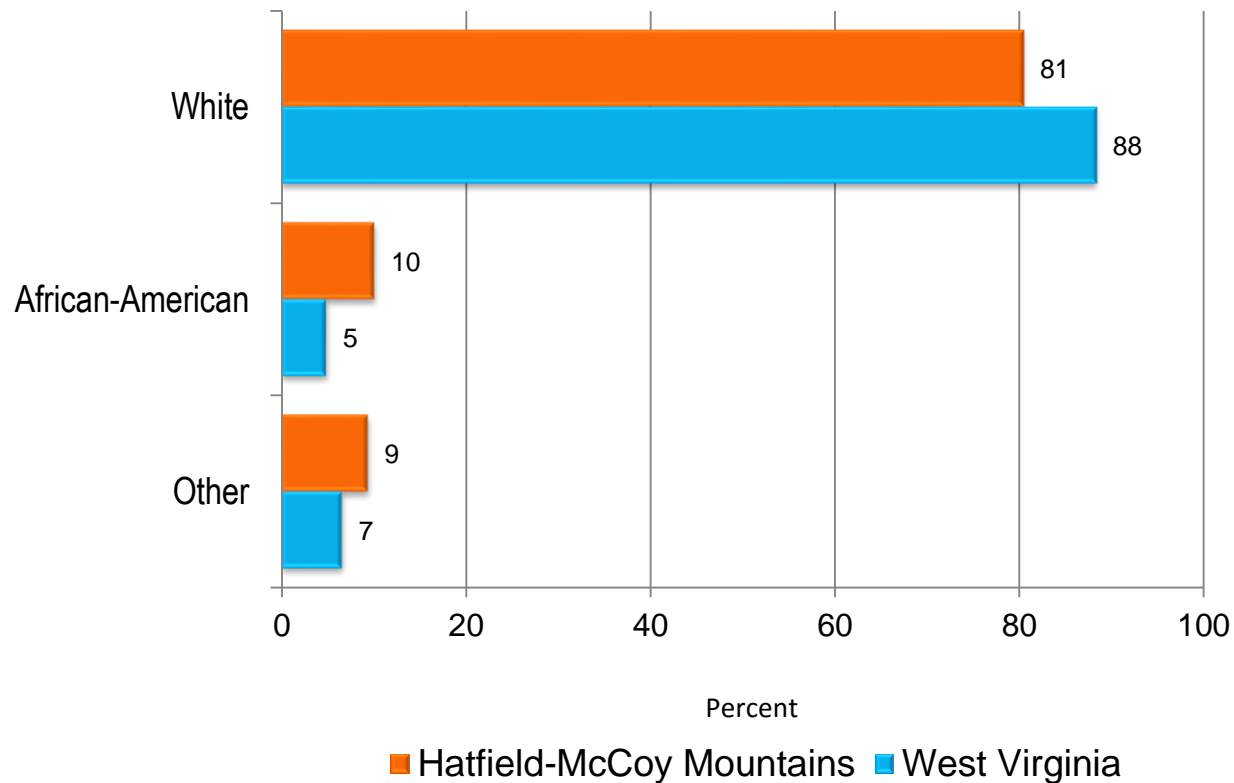
Base: Overnight Person-Trips to West Virginia



# Race — Hatfield-McCoy Mountains



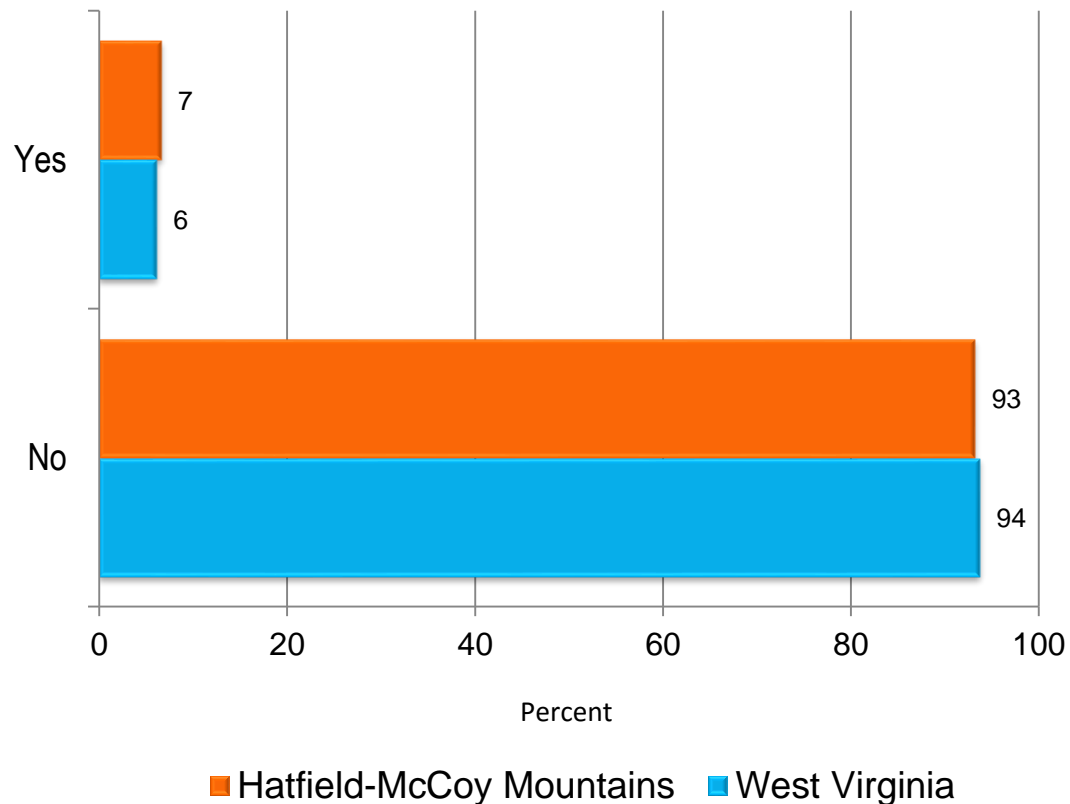
Base: Overnight Person-Trips to West Virginia



# Hispanic Background – Hatfield-McCoy Mountains



Base: Overnight Person-Trips to West Virginia





# Appendix: Key Terms Defined



# Key Terms Defined



- ◉ An **Overnight Trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one or more nights away from home.
- ◉ A **Person-Trip** is one trip taken by one person
  - ◉ *Person-trips are the key unit of measure for this report.*

# Trip-Type Segments



## Total Trips = Leisure + Business + Business-Leisure

- **Leisure Trips:** includes all trips where the main purpose was one of the following:
  - *Visiting friends/relatives*
  - *Touring through a region to experience its scenic beauty, history and culture*
  - *Outdoors trip to enjoy activities such as camping, hunting, fishing, hiking, and boating*
  - *Special event, such as a fair, festival, or sports event*
  - *City trip*
  - *Cruise*
  - *Casino*
  - *Theme park*
  - *Resort (ocean beach, inland or mountain resort)*
  - *Skiing/snowboarding*
  - *Golf*
- **Business Trips:** includes
  - *Conference/convention*
  - *Other business trip*
- **Business-Leisure:** a trip for business where, on the same trip, the visitor stayed for at least one additional day to experience the same place or nearby area simply for leisure.

### Marketable Trips:

Includes all leisure trips, with the exception of visits to friends/relatives