



# Travel USA Visitor Profile

Overnight Visitation

2019

WEST  
VIRGINIA

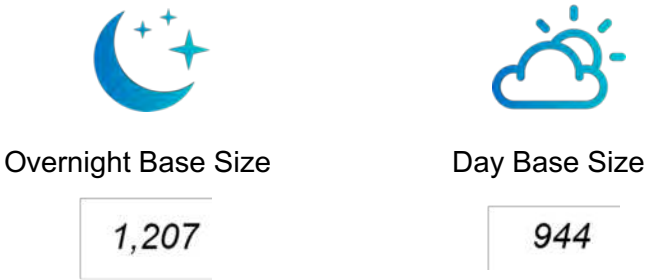
Introduction

- Longwoods International began tracking American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- In 2007, our proprietary Longwoods Travel USA® program was migrated from mail to online, with the benefits of rapid turnaround, enhanced flexibility and interactivity, as well as greater respondent involvement.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- This report provides an overview for West Virginia’s domestic tourism business in 2019.

Methodology

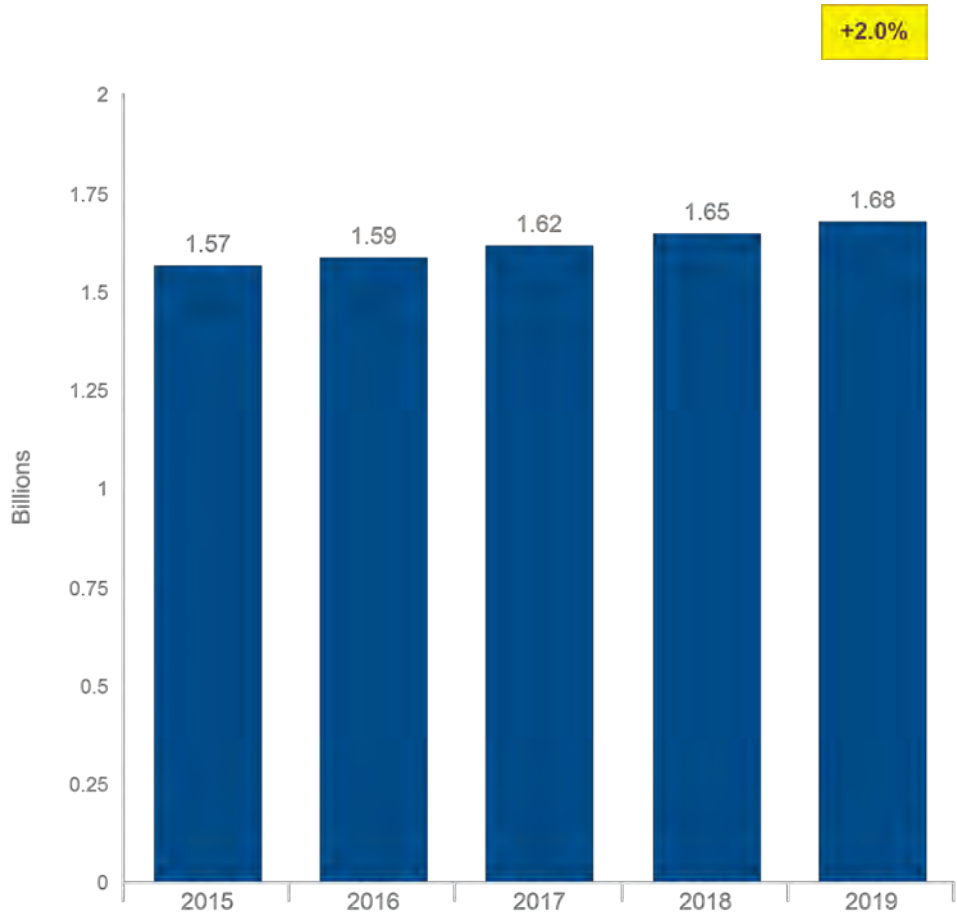
Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey:  
Selected to be representative of the U.S. adult population

For West Virginia, the following sample was achieved in 2019:

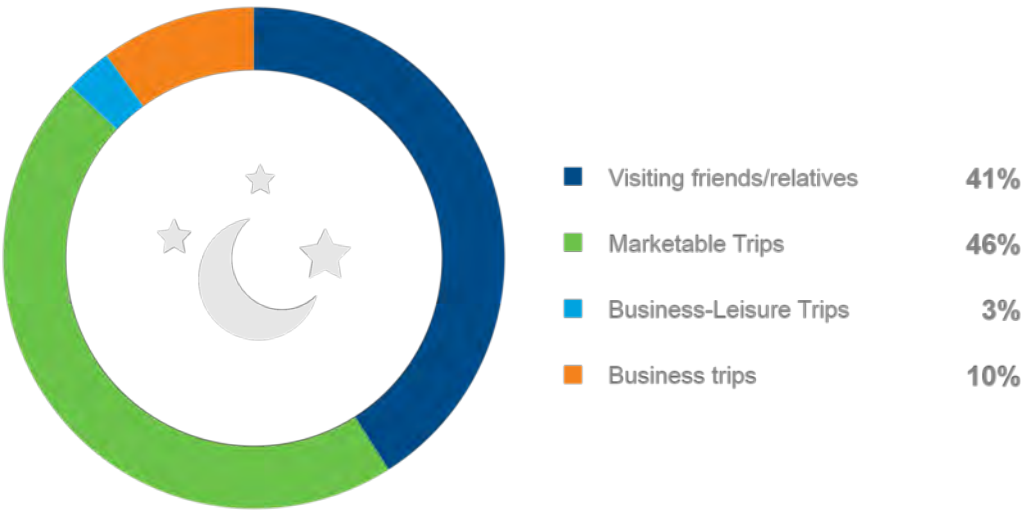


For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of U.S. Overnight Travel Market












2019 Overnight Trips



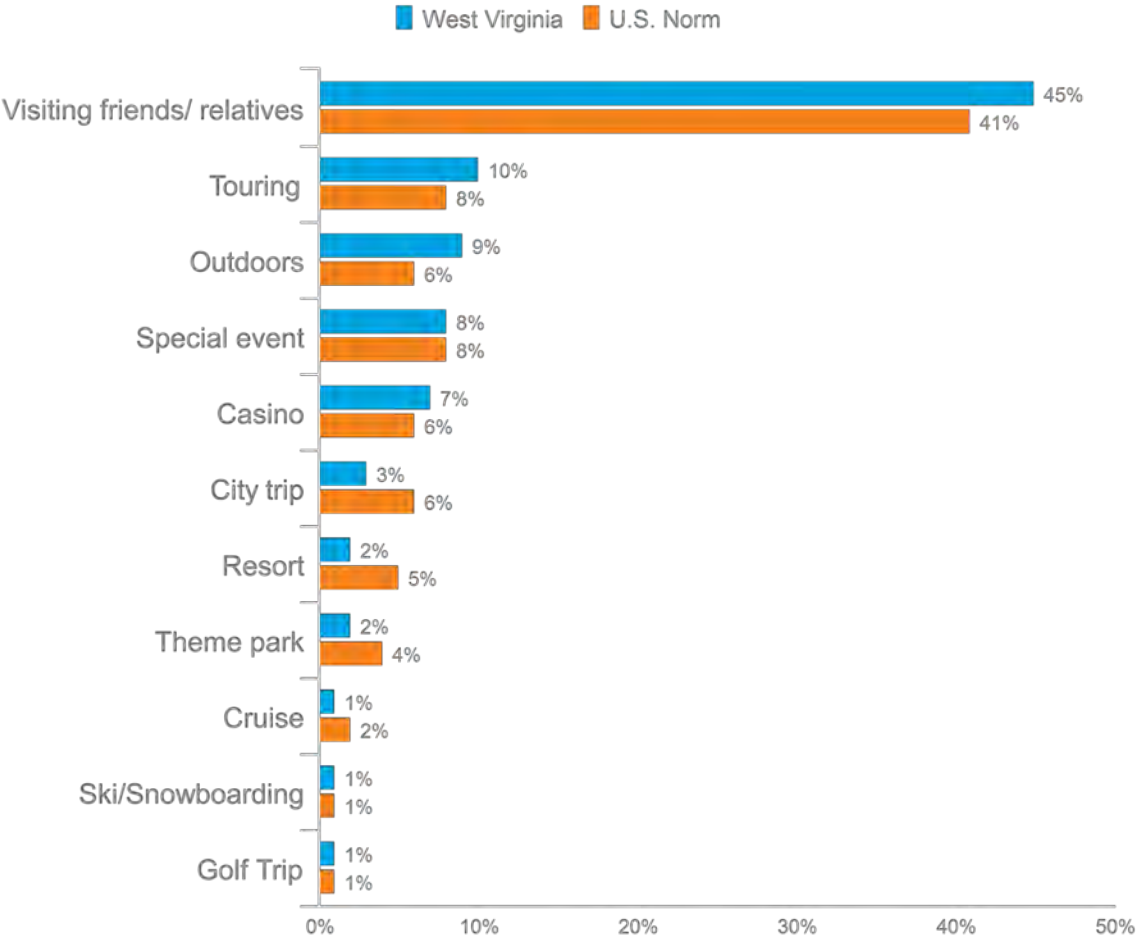
# West Virginia's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips

## Main Purpose of Trip

 <b>45%</b> Visiting friends/ relatives	
 <b>10%</b> Touring	 <b>1%</b> Conference/ Convention
 <b>9%</b> Outdoors	
 <b>8%</b> Special event	
 <b>7%</b> Casino	
 <b>3%</b> City trip	 <b>5%</b> Other business trip
 <b>2%</b> Resort	
 <b>2%</b> Theme park	 <b>5%</b> Business-Leisure

## Main Purpose of Leisure Trip

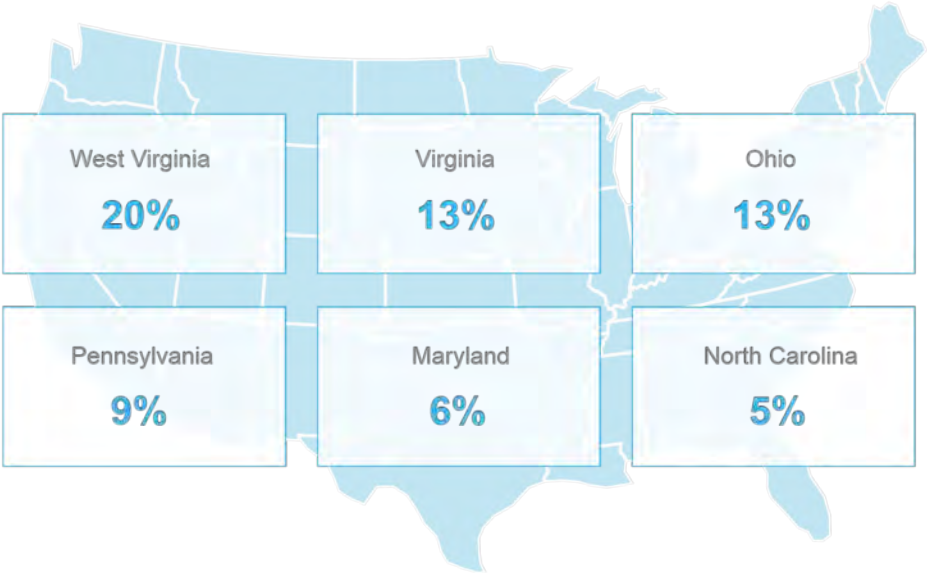




# West Virginia's Overnight Trip Characteristics

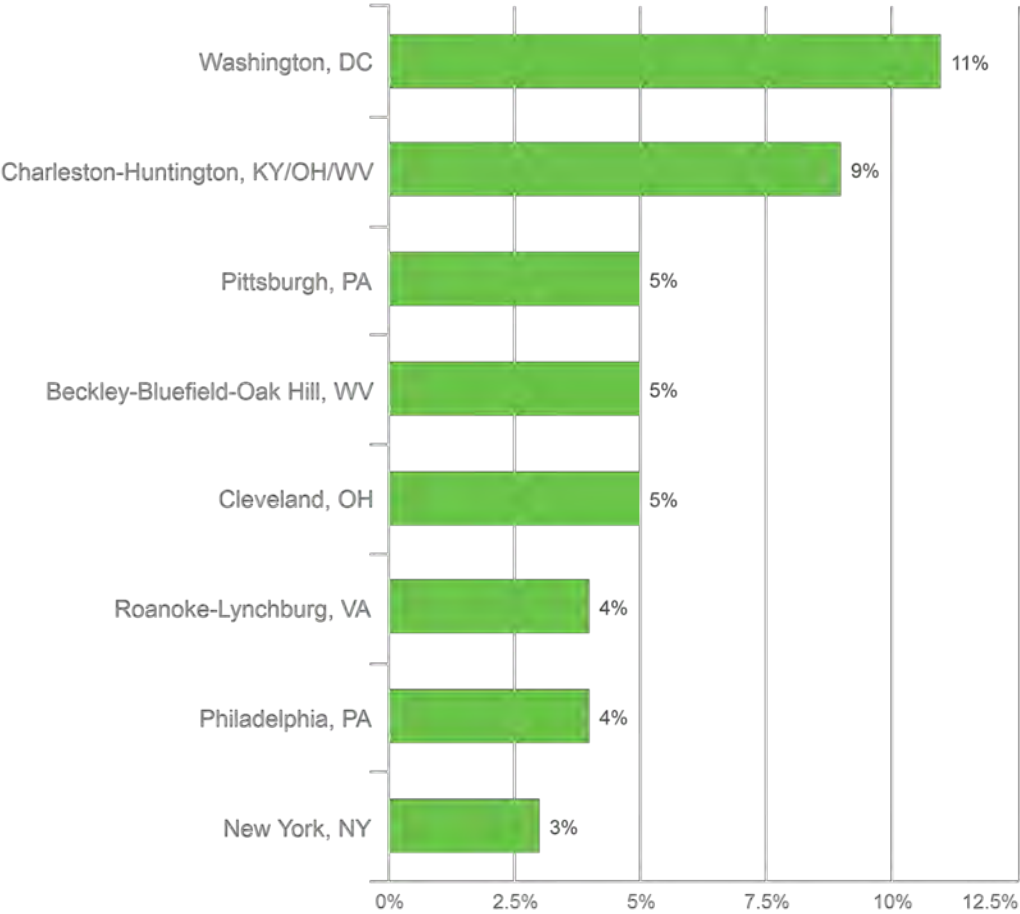
Base: 2019 Overnight Person-Trips

State Origin Of Trip



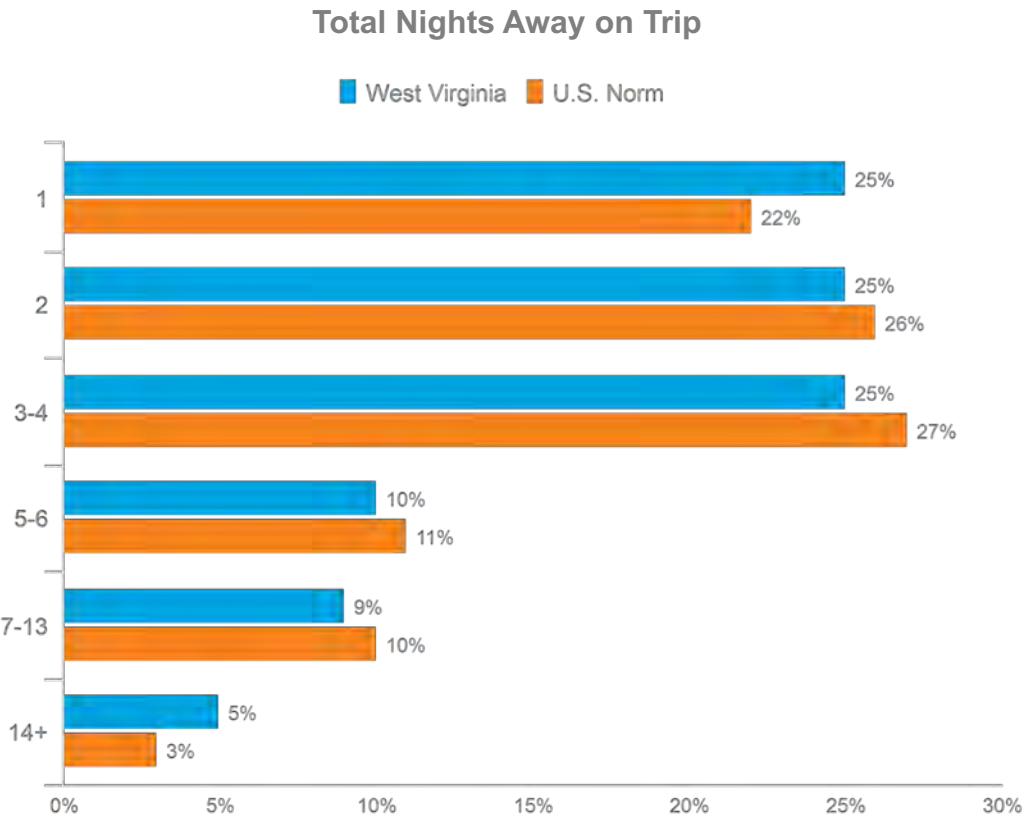
Season of Trip  
Total Overnight Person-Trips

DMA Origin Of Trip



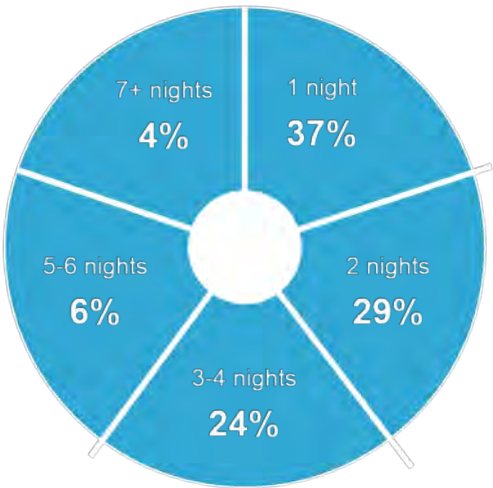
# West Virginia's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips



West Virginia  
**4.0**  
Average Nights

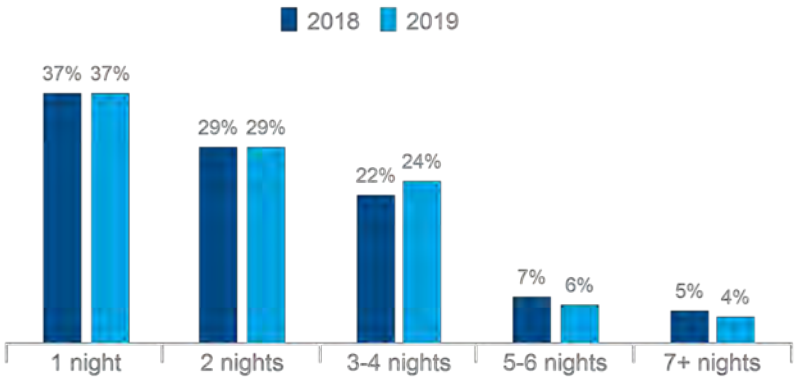
U.S. Norm  
**3.8**  
Average Nights



### Nights Spent in West Virginia

Average number of nights  
**2.5**

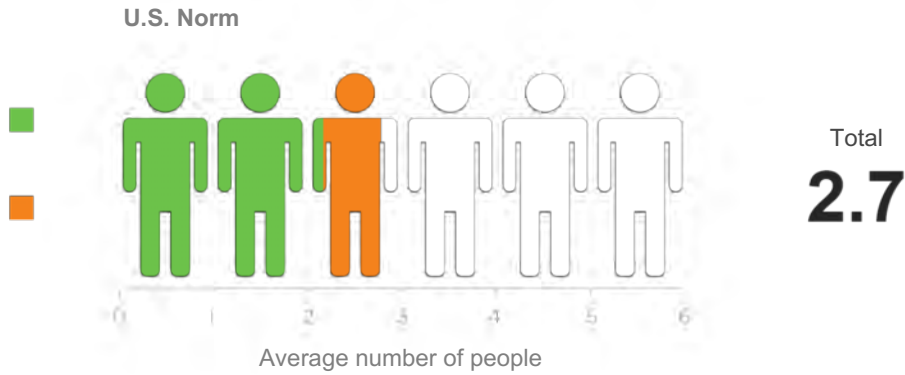
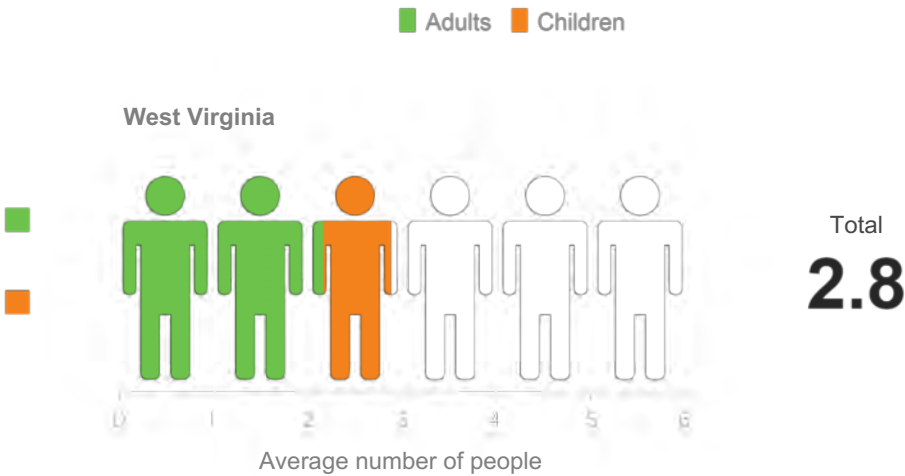
### Number of Nights Spent in West Virginia - Trended



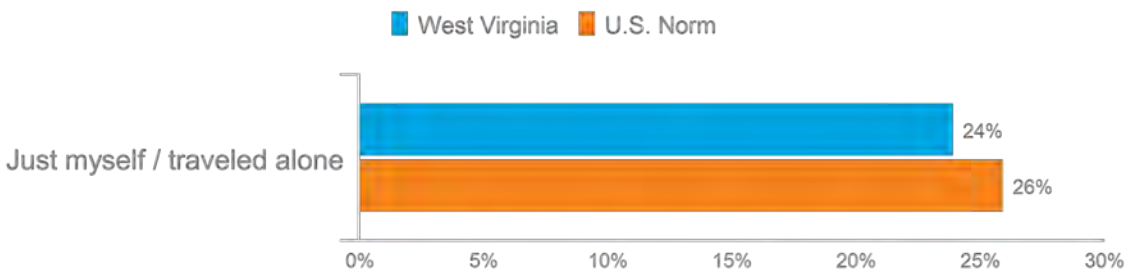
Average in 2019  
**2.5**  
Nights

Average last year  
**2.5**  
Nights

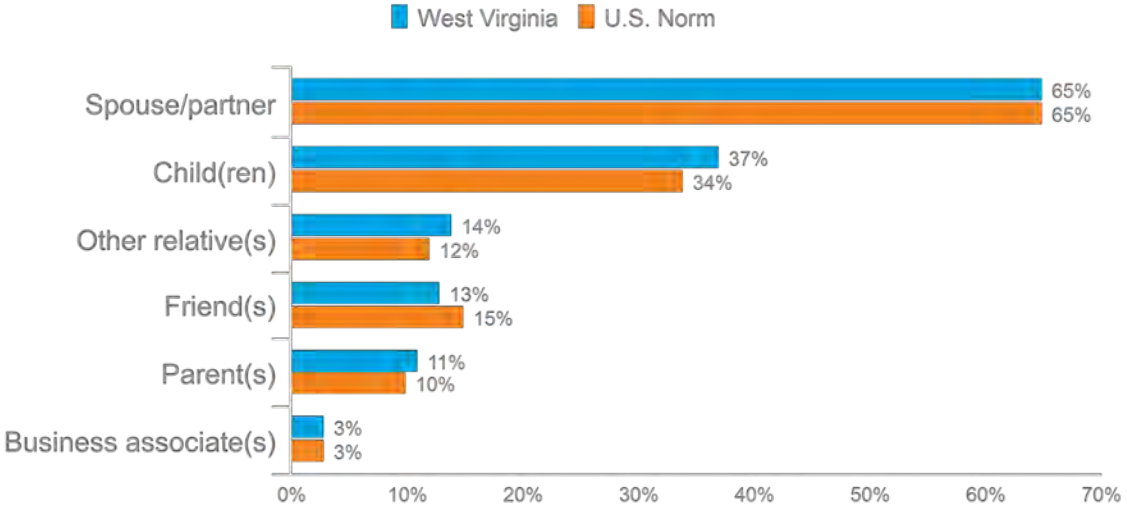
## Size of Travel Party



## Percent Who Traveled Alone



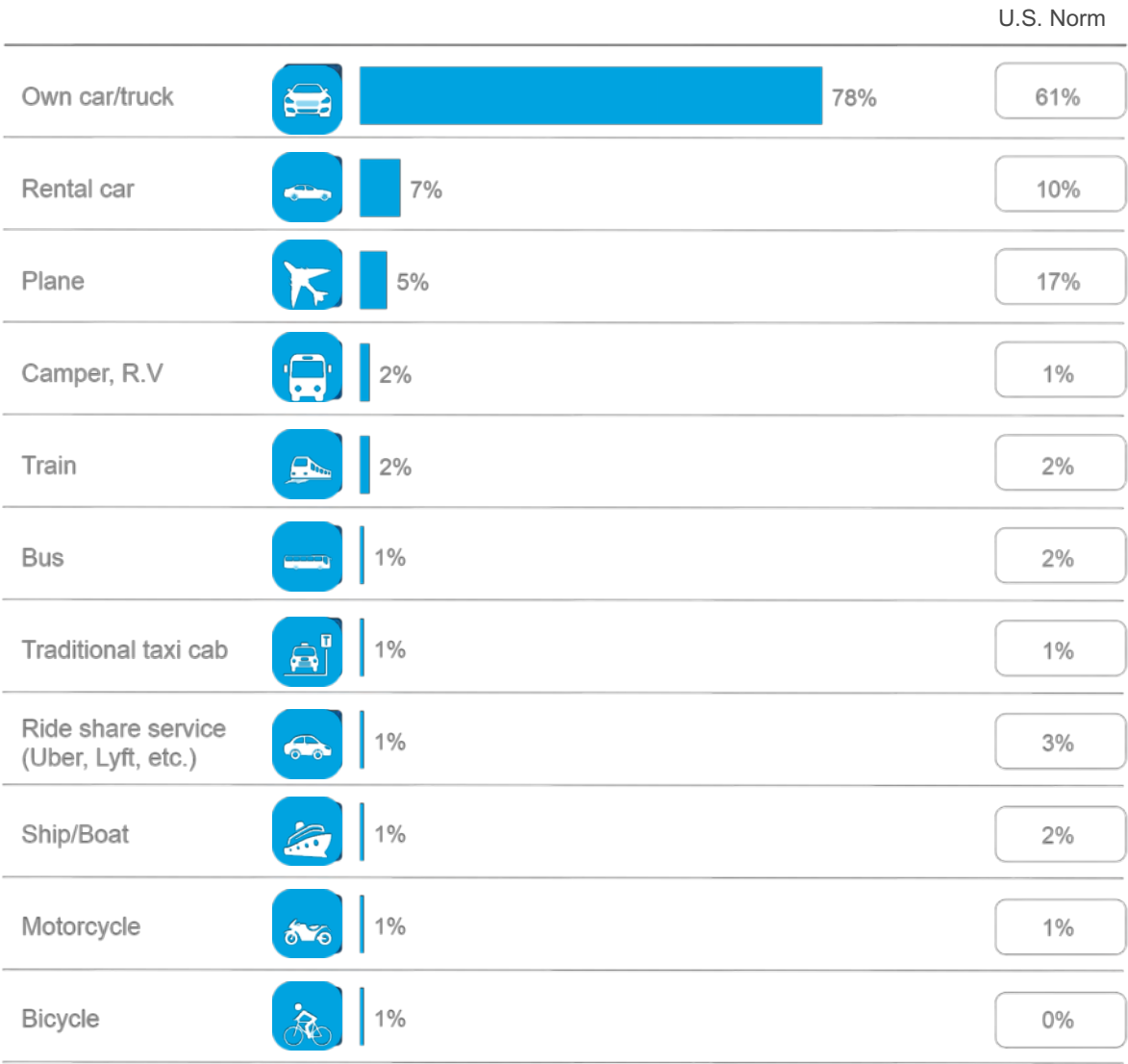
## Composition of Immediate Travel Party



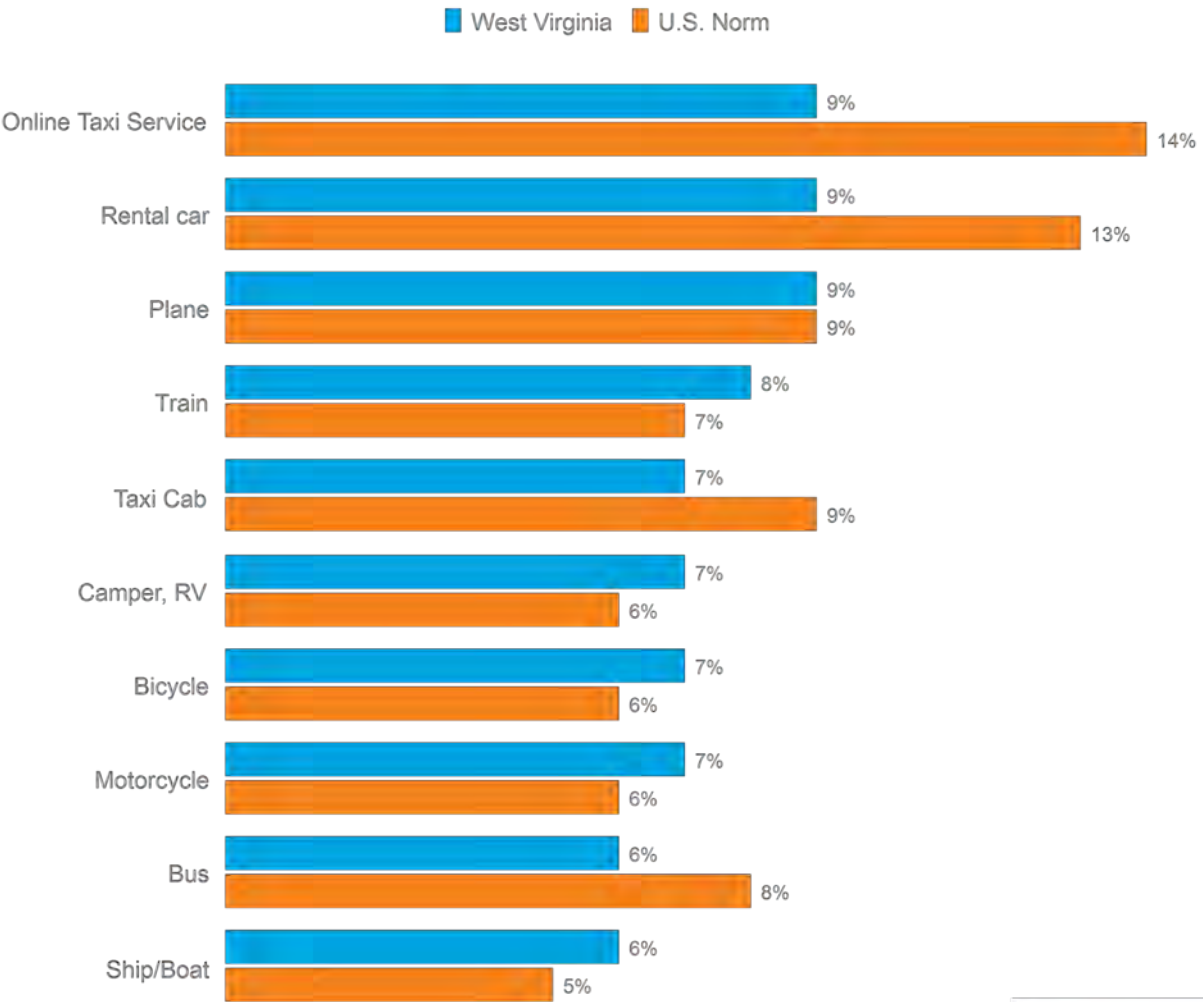
# West Virginia's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips

## Primary Method of Transportation

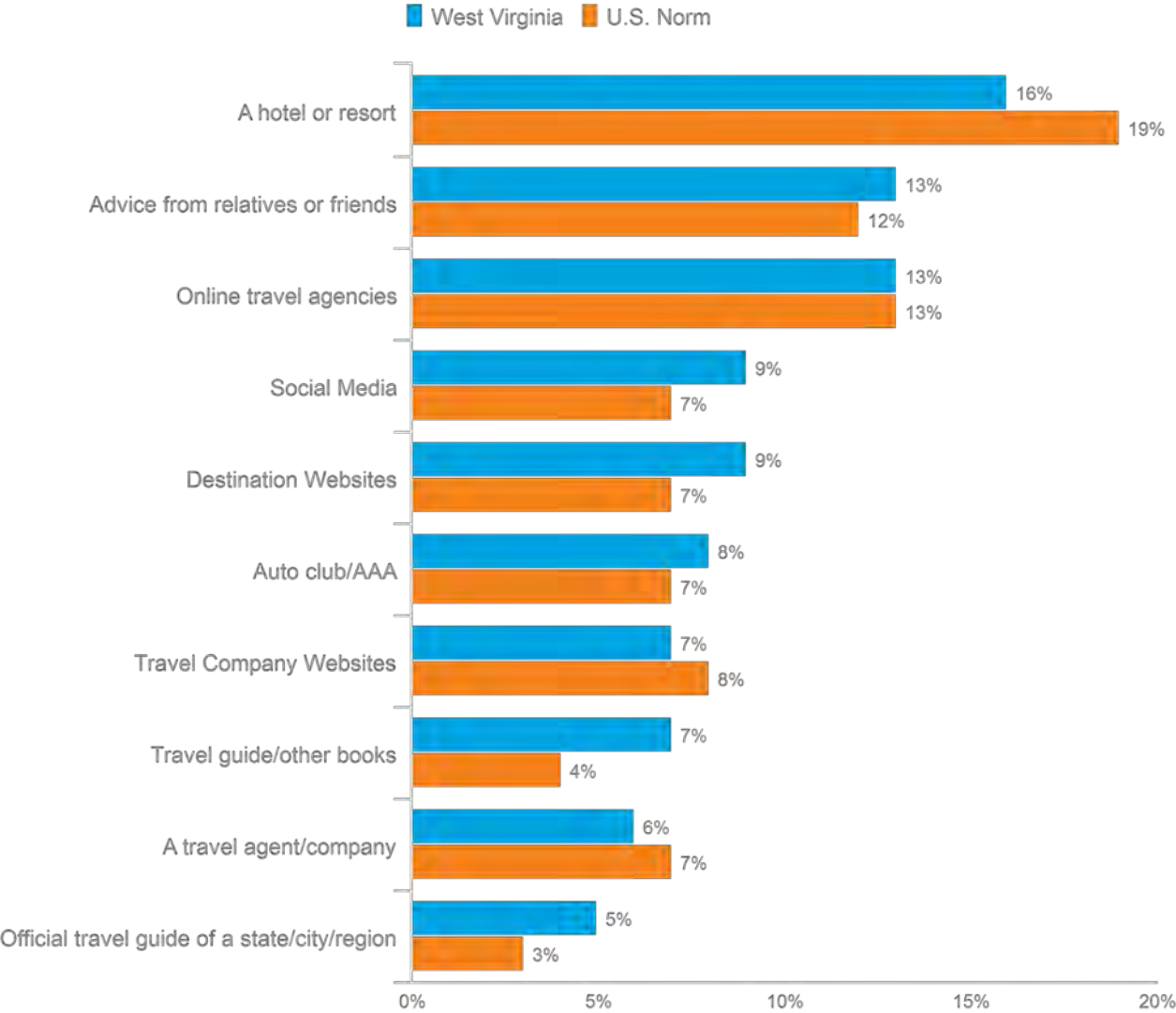


## Other Transportation





Trip Planning Information Sources

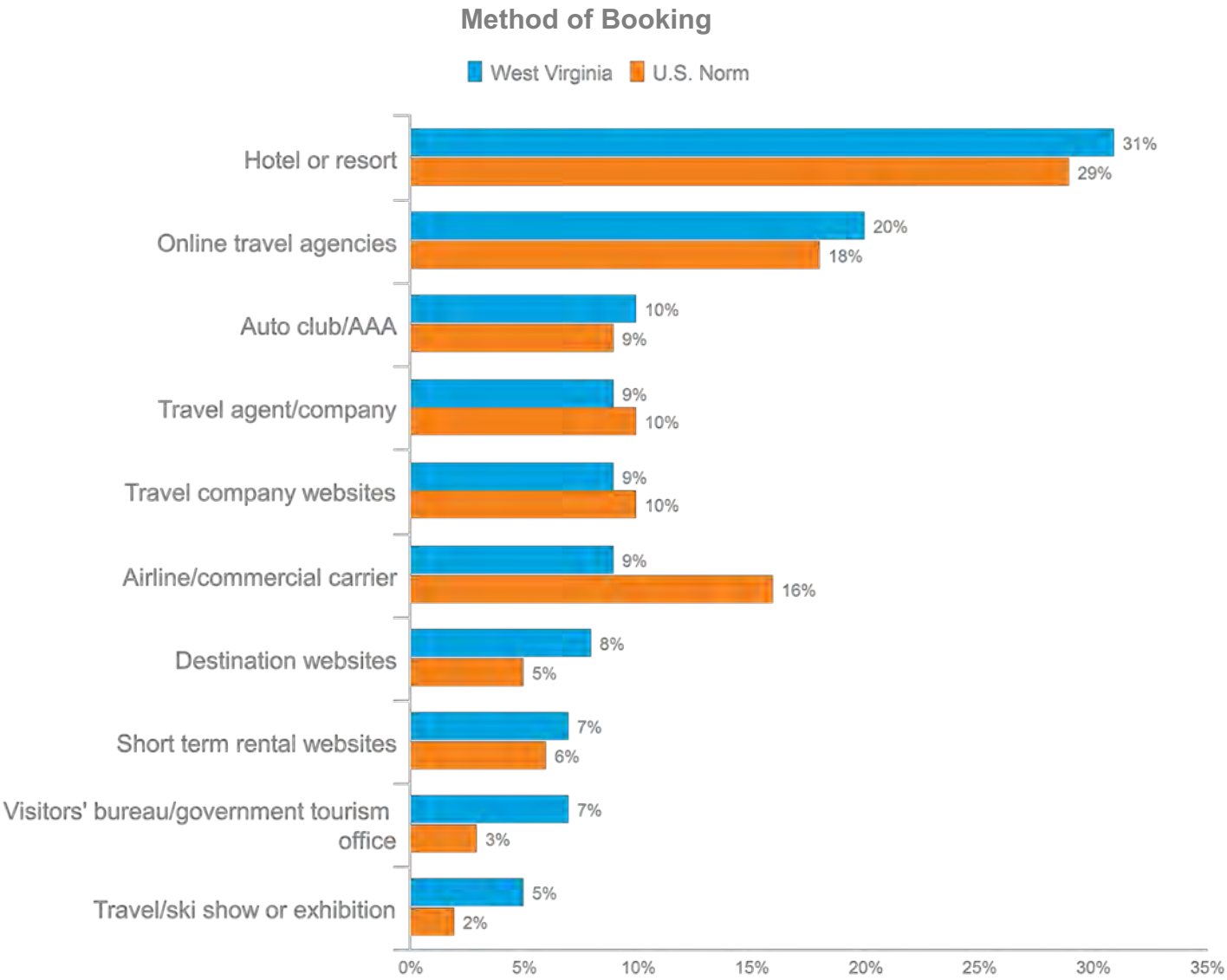


Length of Trip Planning








	West Virginia	U.S. Norm
1 month or less	34%	33%
2 months	16%	17%
3-5 months	16%	18%
6-12 months	11%	14%
More than 1 year in advance	4%	4%
Did not plan anything in advance	20%	14%

# West Virginia's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips



### Accommodations

		West Virginia	U.S. Norm
	Home of friends or relatives	26%	22%
	Motel	25%	16%
	Other hotel	21%	22%
	Resort hotel	17%	23%
	Campground / trailer park / RV park	8%	4%
	Country inn/lodge	7%	3%
	Other	7%	5%

Activities and Experiences (Top 10)

Shopping



25%

U.S. Norm  
29%

Landmark/historic site



16%

U.S. Norm  
12%

National/state park



15%

U.S. Norm  
9%

Hiking/backpacking



13%

U.S. Norm  
7%

Casino



12%

U.S. Norm  
12%

Swimming



12%

U.S. Norm  
13%

Bar/nightclub



11%

U.S. Norm  
14%

Museum



11%

U.S. Norm  
10%

Camping



10%

U.S. Norm  
4%

Fishing



9%

U.S. Norm  
5%

Activities of Special Interest (Top 5)

West Virginia

Historic places	28%
Cultural activities/Attractions	14%
Exceptional Culinary Experiences	8%
Winery Tours/Tasting	7%
Brewery Tours/Beer Tasting	6%






Activities of Special Interest (Top 5)

U.S. Norm






Historic places	21%
Cultural activities/Attractions	17%
Exceptional Culinary Experiences	11%
Brewery Tours/Beer Tasting	7%
Winery Tours/Tasting	6%

# West Virginia's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips

		Devices Used for Planning		Devices Used During Trip	
		West Virginia	U.S. Norm	West Virginia	U.S. Norm
	Used any device	76%	84%	76%	79%
	Laptop	36%	39%	25%	26%
	Desktop/Home computer	33%	38%	0%	0%
	Smartphone	30%	30%	61%	63%
	Tablet	13%	14%	22%	22%

## Online Social Media Use by Travelers

	West Virginia	U.S. Norm
 Used any social media	56%	55%
 Shared travel stories/photos/videos on social media	25%	24%
 Read online travel reviews that influenced my travel decisions	21%	22%
 Saw a video or photo on social media that inspired me to visit	15%	14%
 Clicked through on a travel advertisement seen on social media	14%	13%

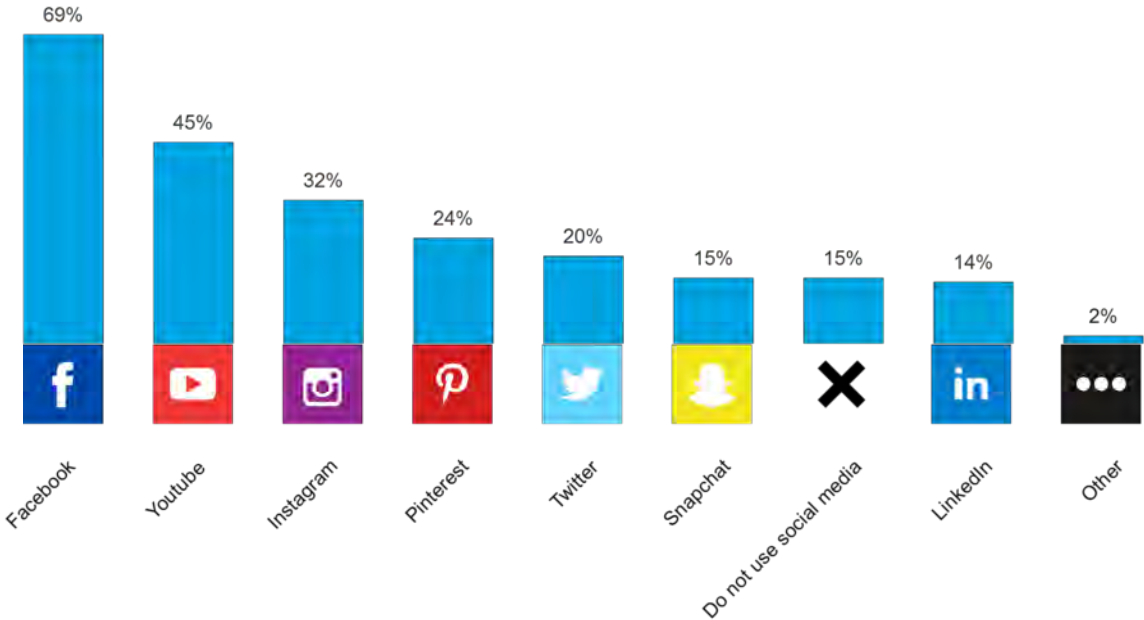


Of those who followed an Influencer

**67%**



















noticed them posting travel-related content

## Social media platforms used in general

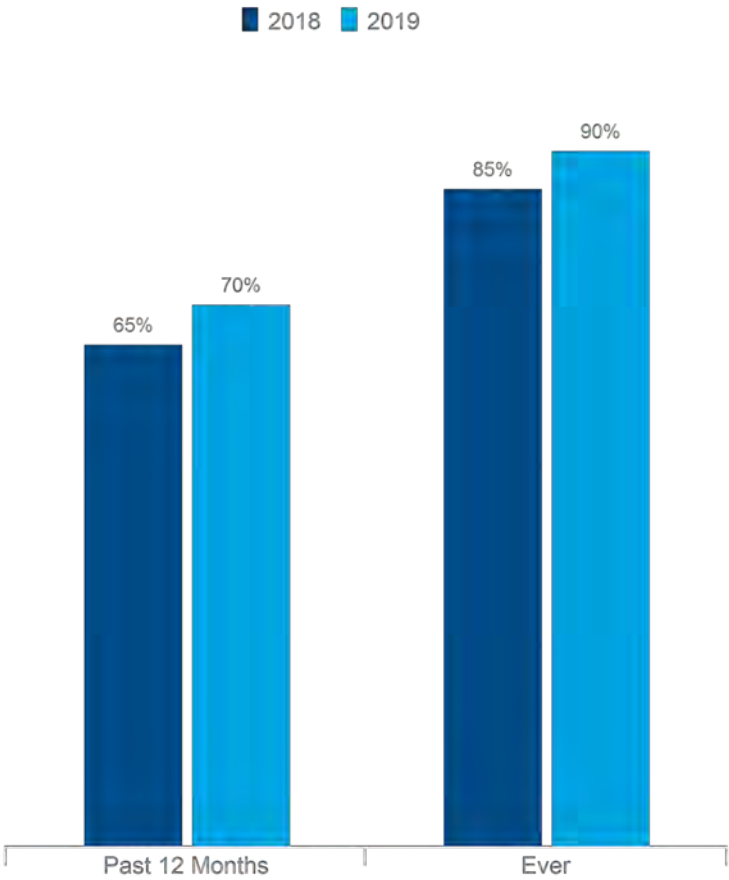




% Very Satisfied with Trip

	Overall trip experience		74%
	Friendliness of people		70%
	Safety and Security		67%
	Quality of accommodations		64%
	Cleanliness		62%
	Quality of food		58%
	Sightseeing and attractions		56%
	Value for money		52%
	Music/nightlife/entertainment		39%

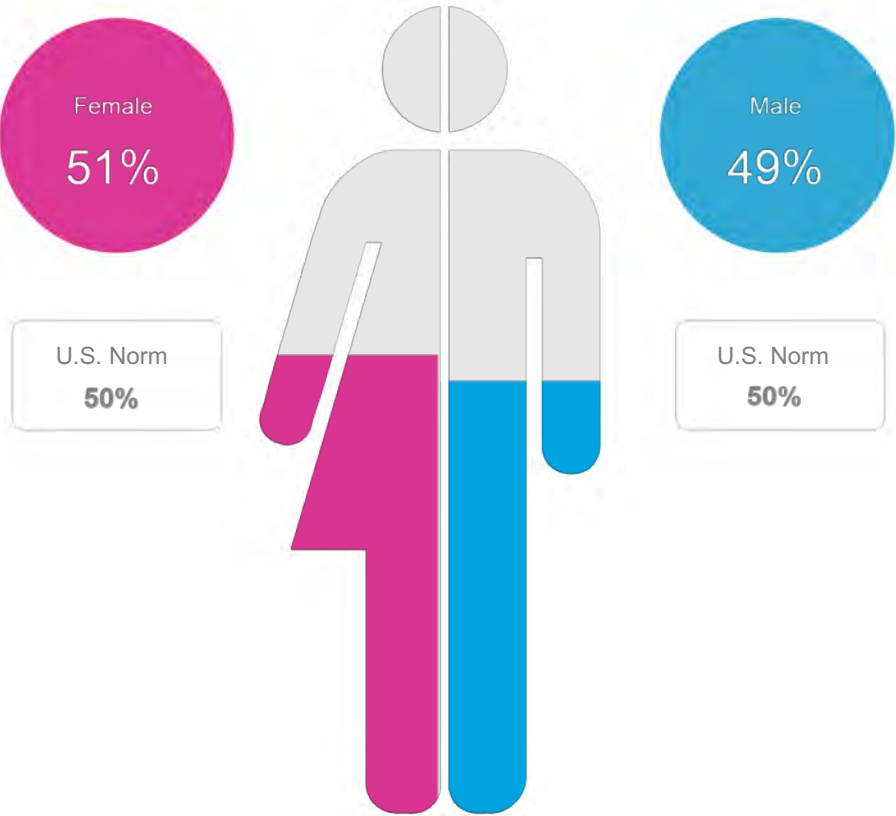
Past Visitation to West Virginia



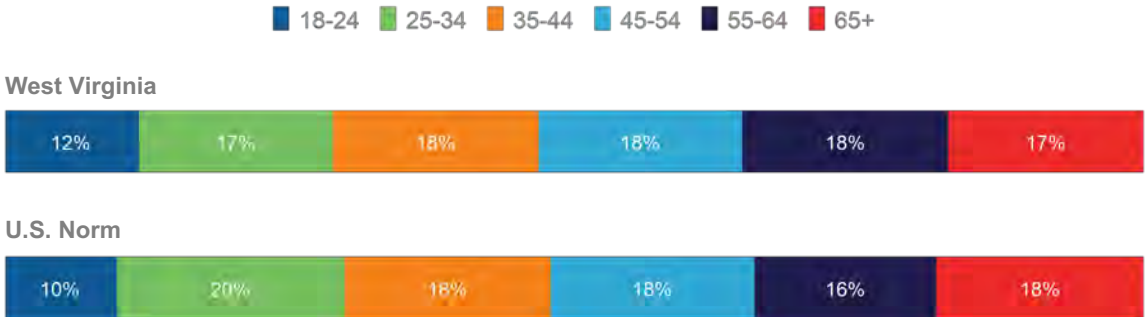
# Demographic Profile of Overnight West Virginia Visitors

Base: 2019 Overnight Person-Trips

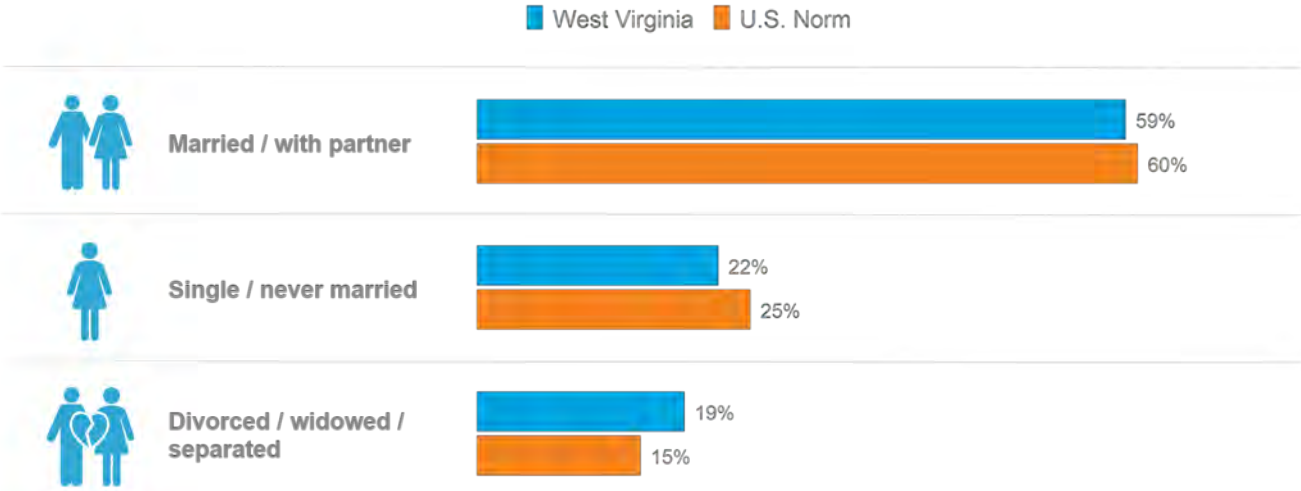
## Gender



## Age



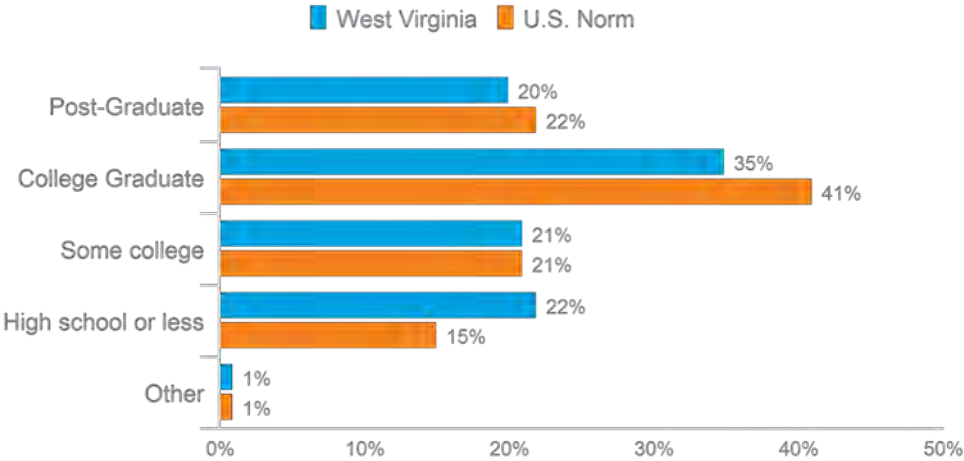
## Marital Status



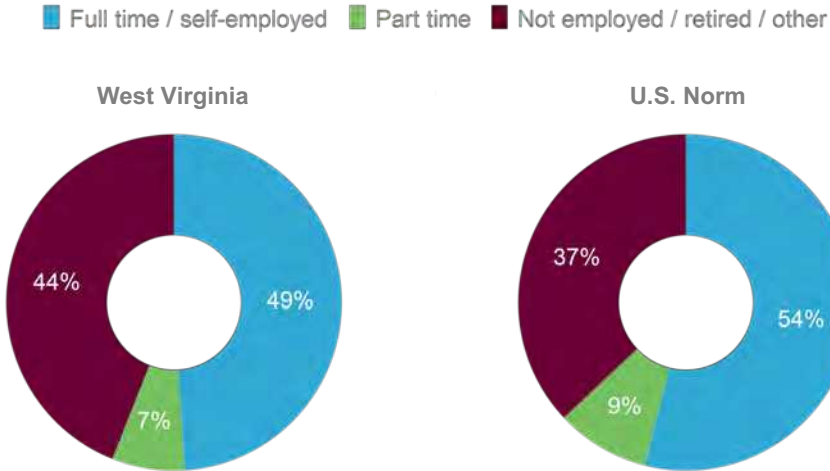
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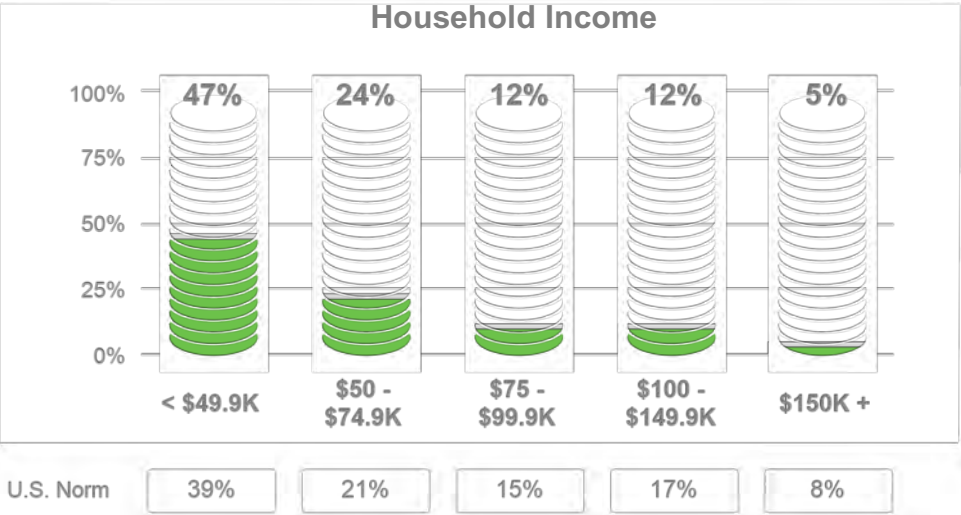
## Education



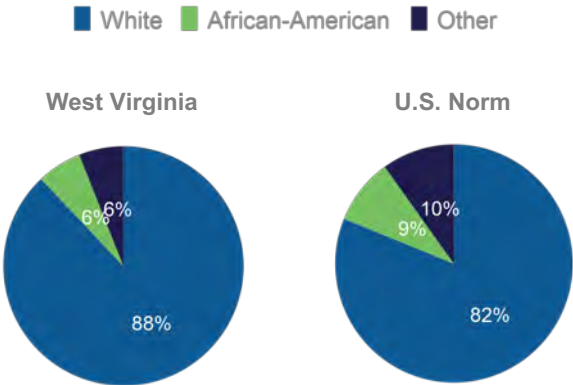
## Employment



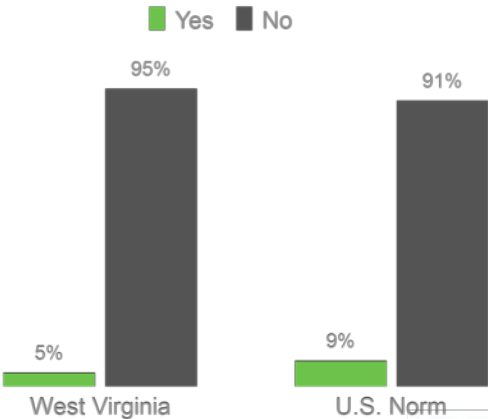
## Household Income



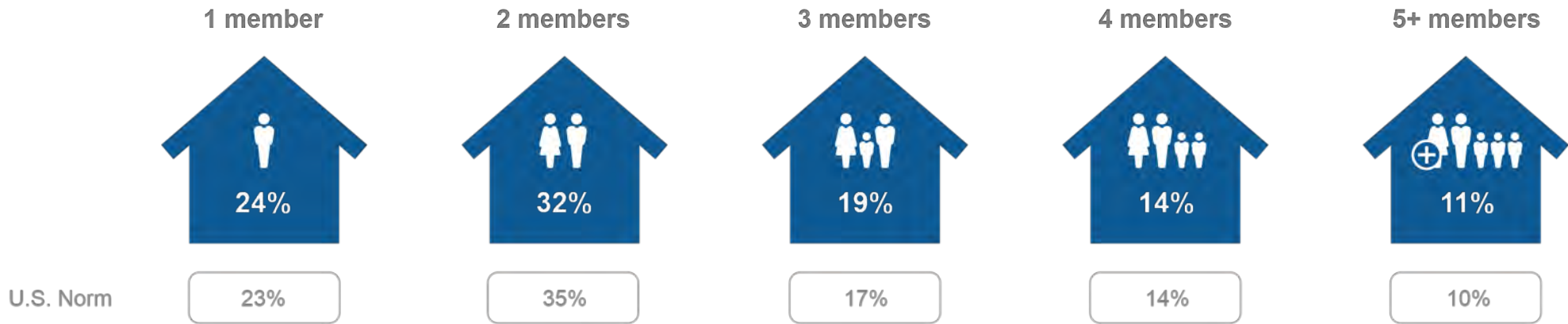
## Race



## Hispanic Background



## Household Size



## Children in Household

