



# Travel USA Visitor Profile

2021

## **West Virginia Visitation Report Table of Contents**

- 3 – Methodology
- 5 – West Virginia Overnight Visitation

## Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- 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.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- This report provides an overview for West Virginia's domestic tourism business in 2021.

## 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. Respondents are selected to be representative of the U.S. adult population.

For West Virginia, the following sample was achieved in 2021:



Overnight Base Size

1,233



Day Base Size

801

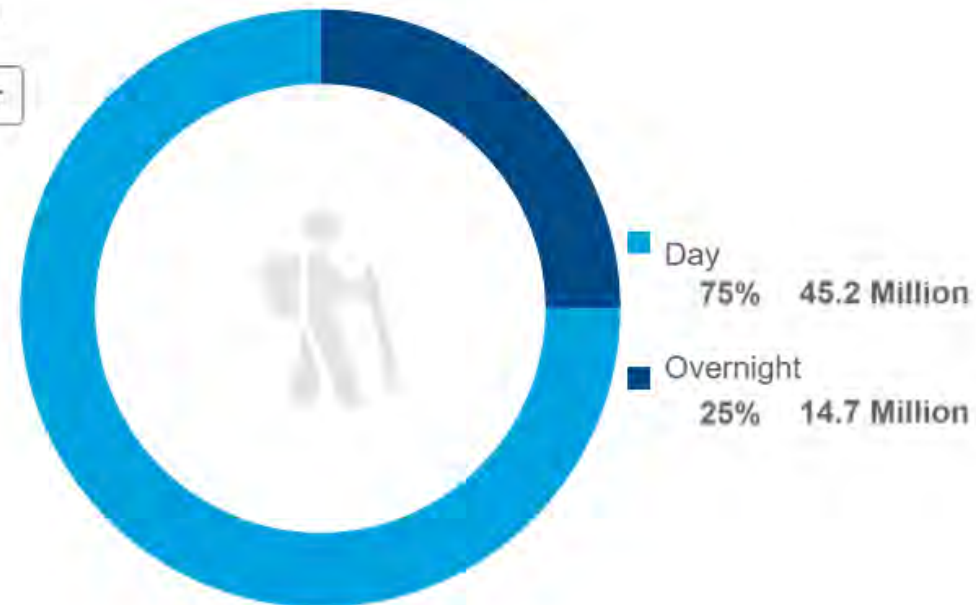
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

## Total Size of West Virginia 2021 Domestic Travel Market

Total Person-Trips

**59.9 Million**

+15.5% vs. last year



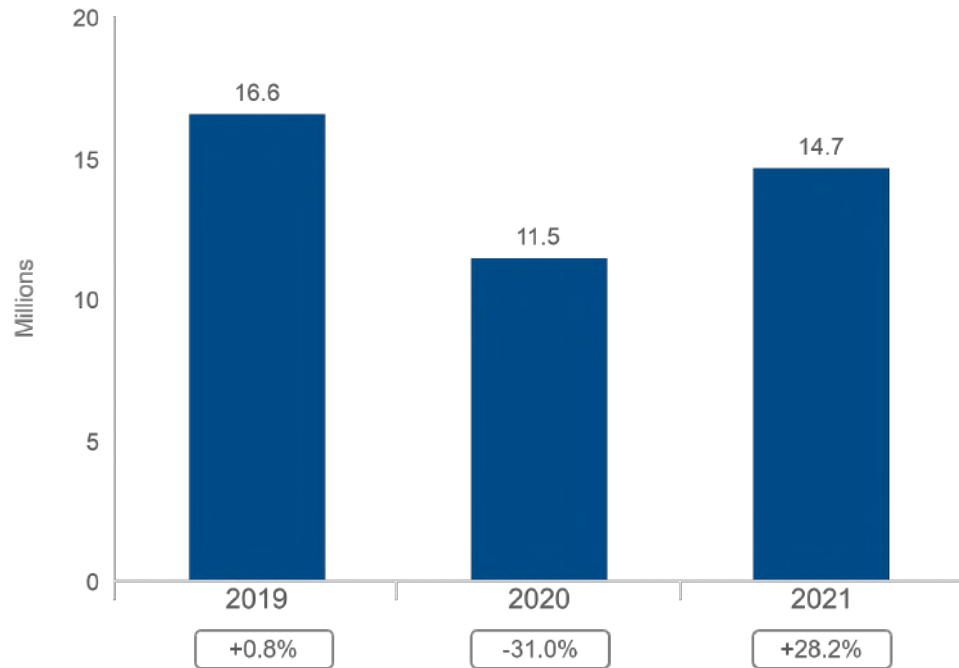


# Travel USA Visitor Profile

## Overnight Visitation

2021

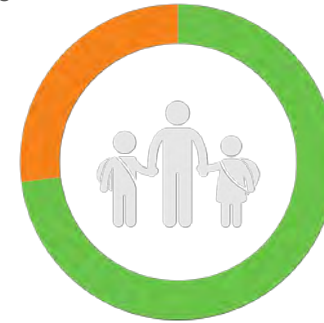
## Overnight Trips to West Virginia



## Size of West Virginia Overnight Travel Market - Adults vs. Children

Total Overnight Person-Trips

**14.7 Million**



Adults	73%	10.7 Million
Children	27%	3.9 Million

## Past Visitation to West Virginia

**82%** of overnight travelers to West Virginia are repeat visitors

**60%** of overnight travelers to West Virginia had visited before in the past 12 months

## Average Per Person Expenditures on Domestic Overnight Trips - by Sector

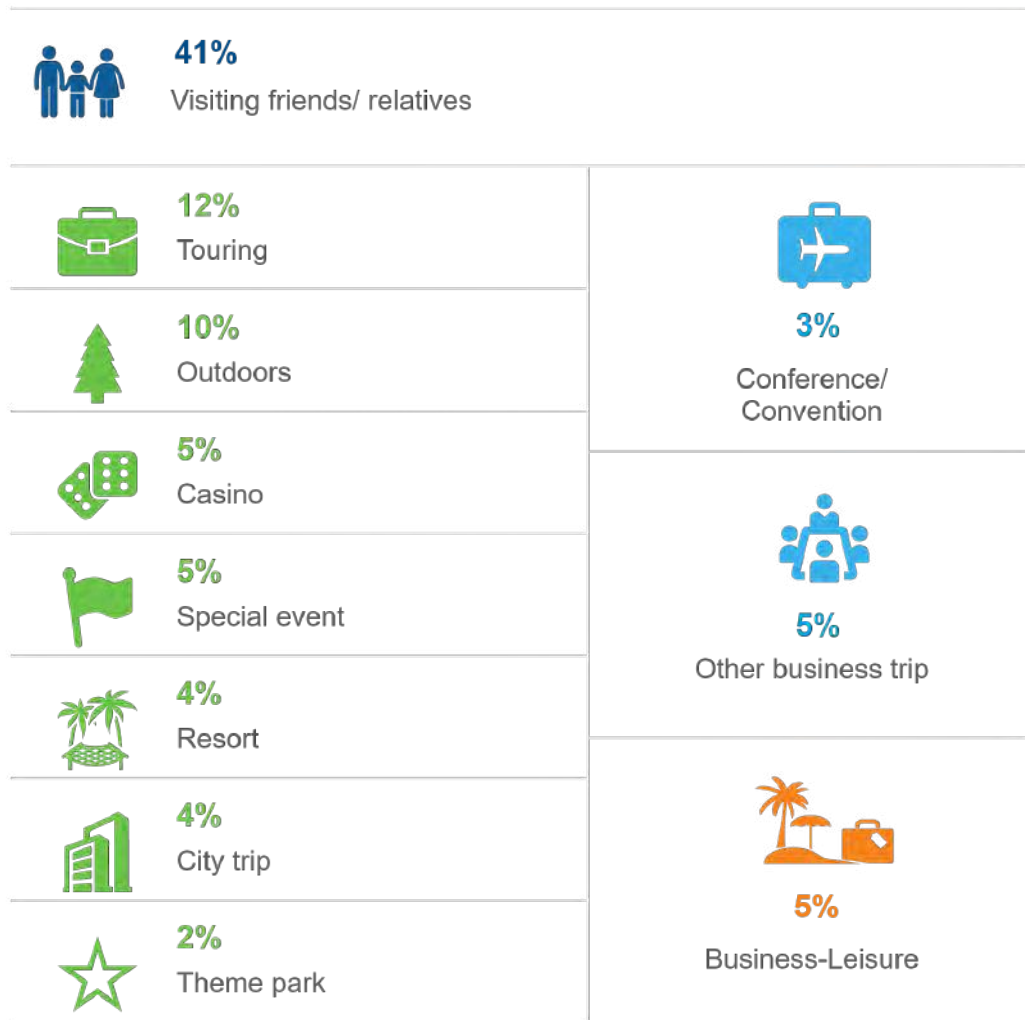


Regional Average Per Person Overnight Expenditures Benchmark:  
Minimum \$161, maximum \$336, average \$243

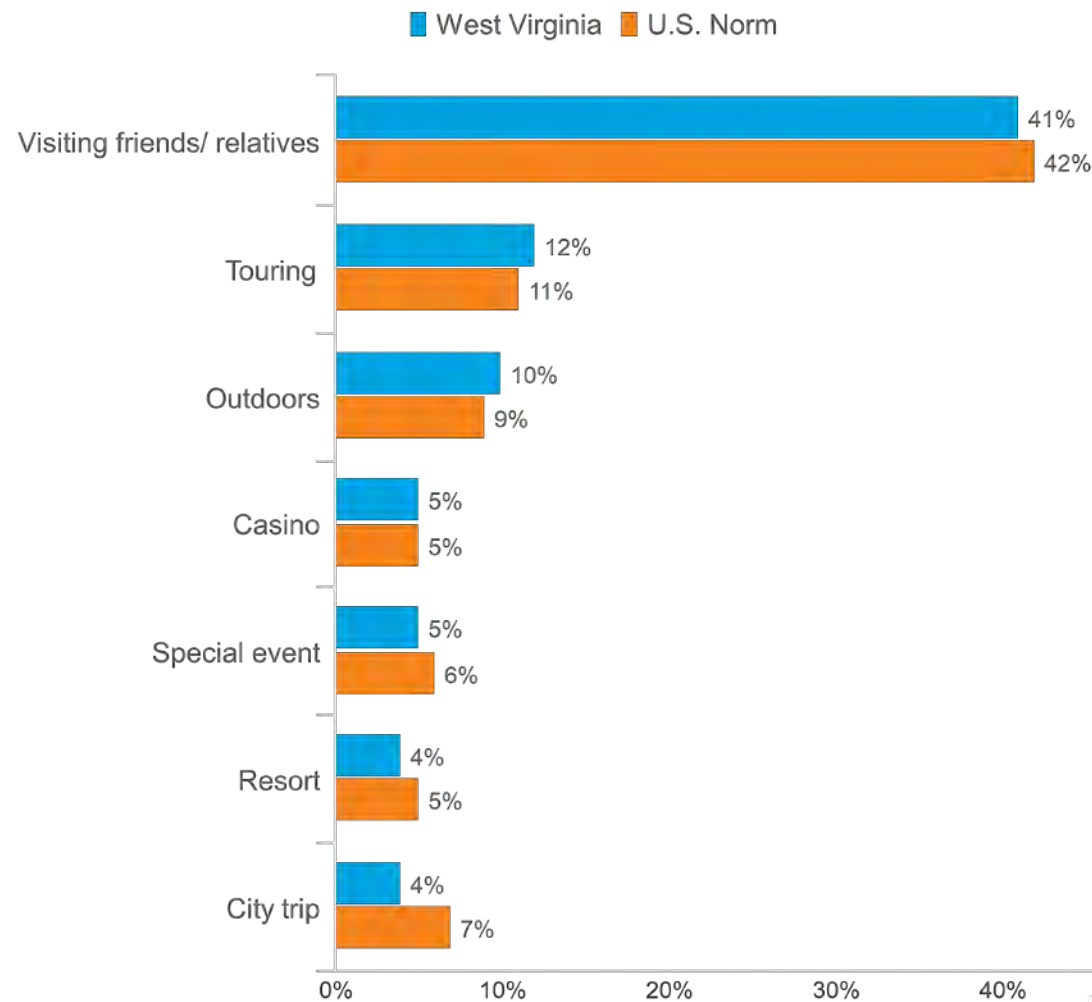
# West Virginia's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

## Main Purpose of Trip



## Main Purpose of Leisure Trip





### 2021 U.S. Overnight Trips



■ Visiting friends/relatives	42%
■ Marketable	48%
■ Business	6%
■ Business-leisure	4%

### 2021 West Virginia Overnight Trips

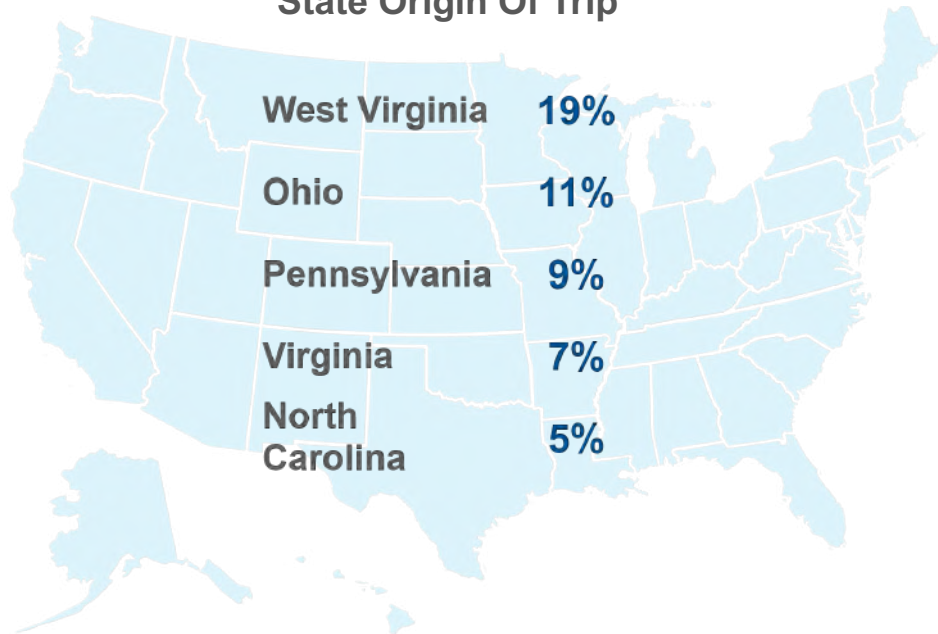


■ Visiting friends/relatives	41%
■ Marketable	46%
■ Business	7%
■ Business-leisure	5%

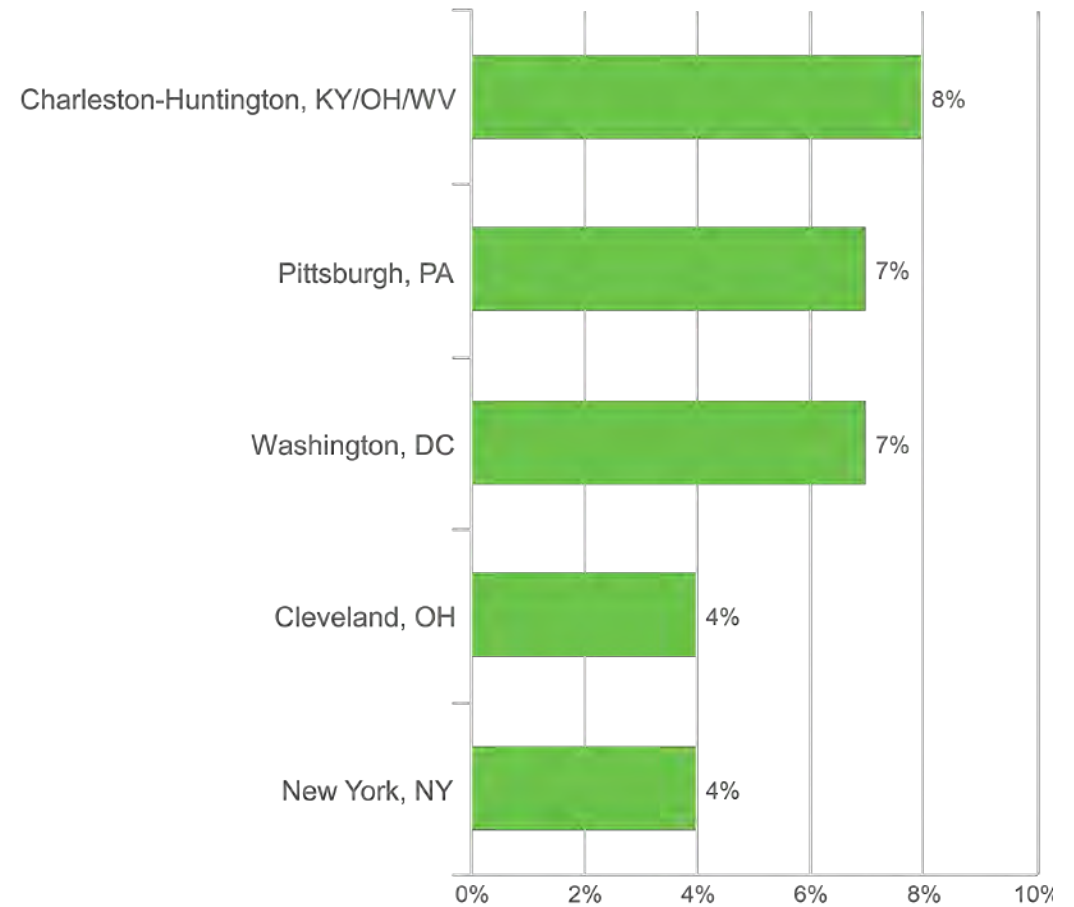
# West Virginia's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

## State Origin Of Trip



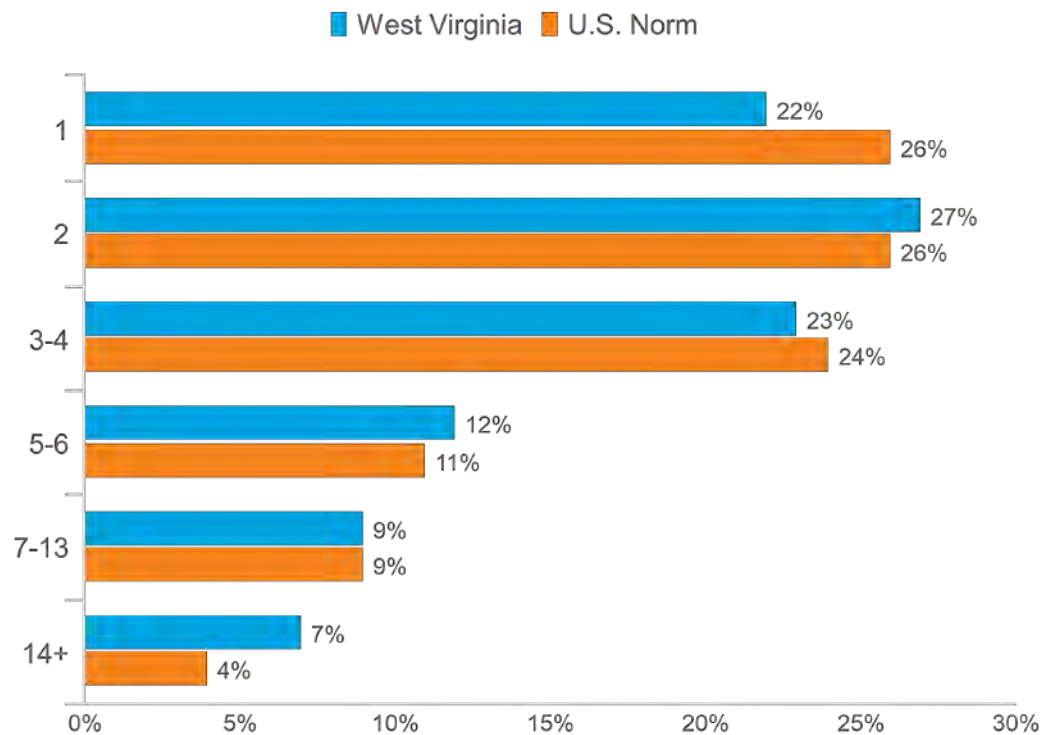
## DMA Origin Of Trip



## Season of Trip Total Overnight Person-Trips



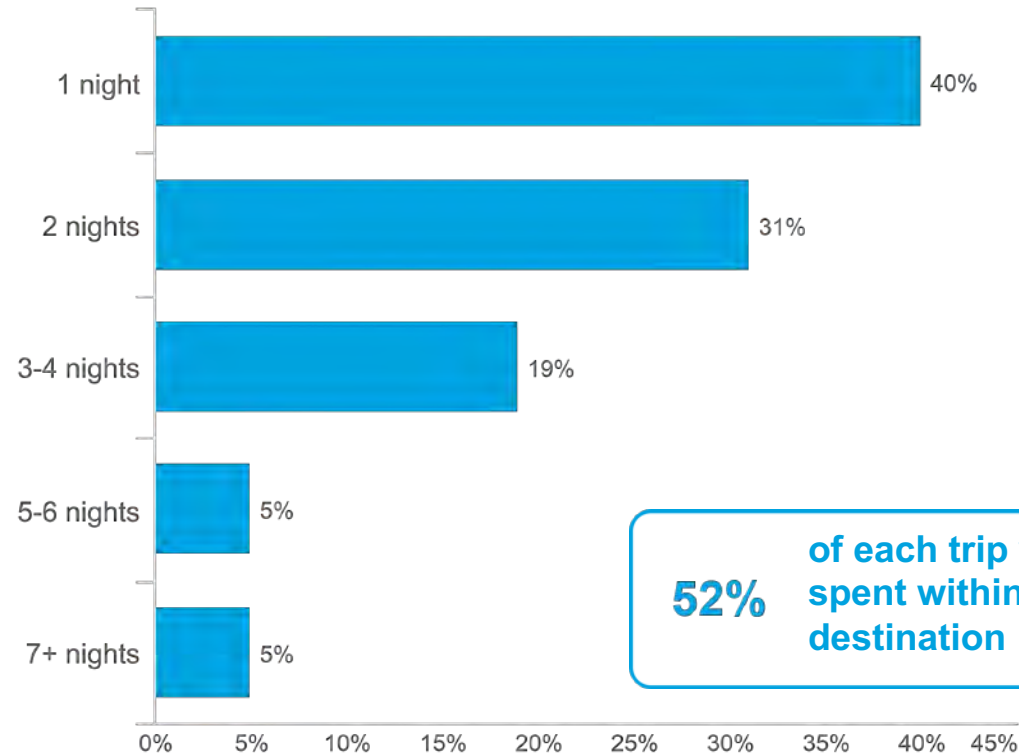
## Total Nights Away on Trip



West Virginia  
**4.5**  
Average Nights

U.S. Norm  
**3.9**  
Average Nights

## Nights Spent in West Virginia



**52%** of each trip was spent within the destination

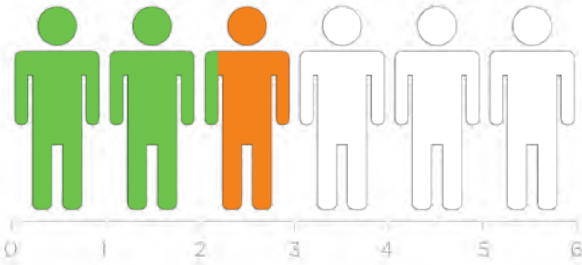
Average number of nights  
**2.4**

Average last year  
**2.9**

## Size of Travel Party

■ Adults ■ Children

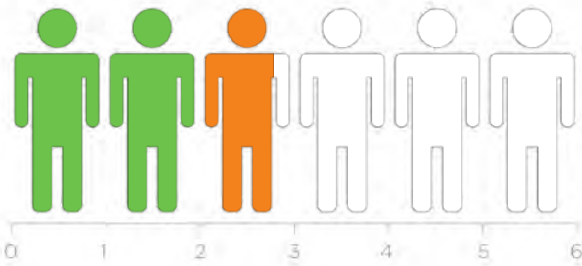
### West Virginia



Average number of people

Total  
**3.1**

### U.S. Norm

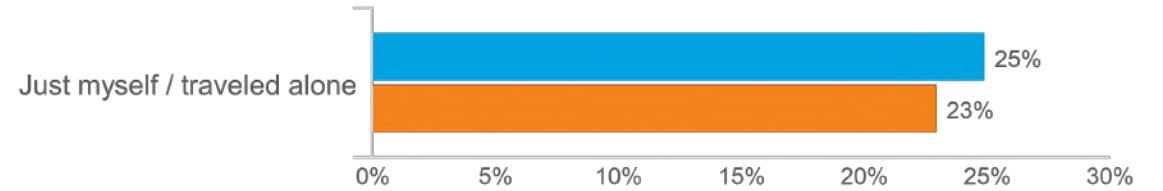


Average number of people

Total  
**2.9**

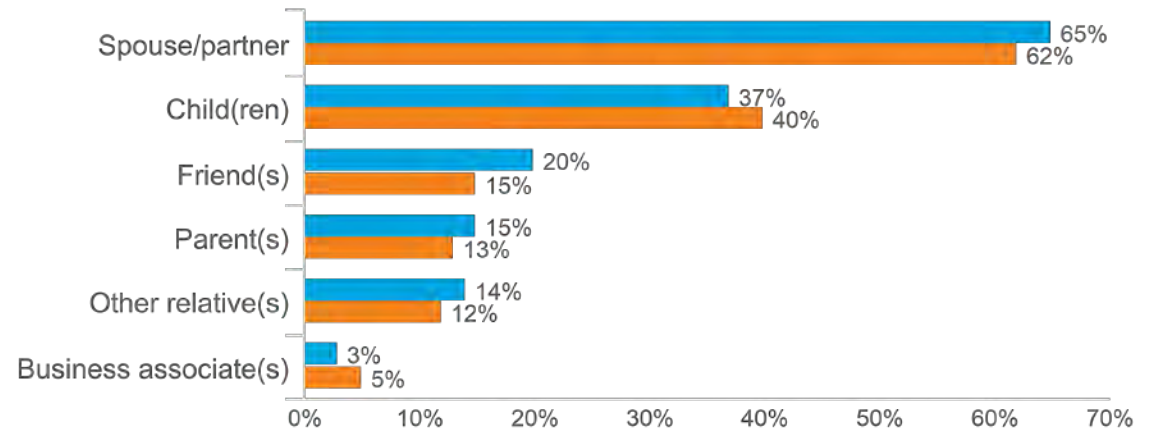
## Percent Who Traveled Alone

■ West Virginia ■ U.S. Norm



## Composition of Immediate Travel Party

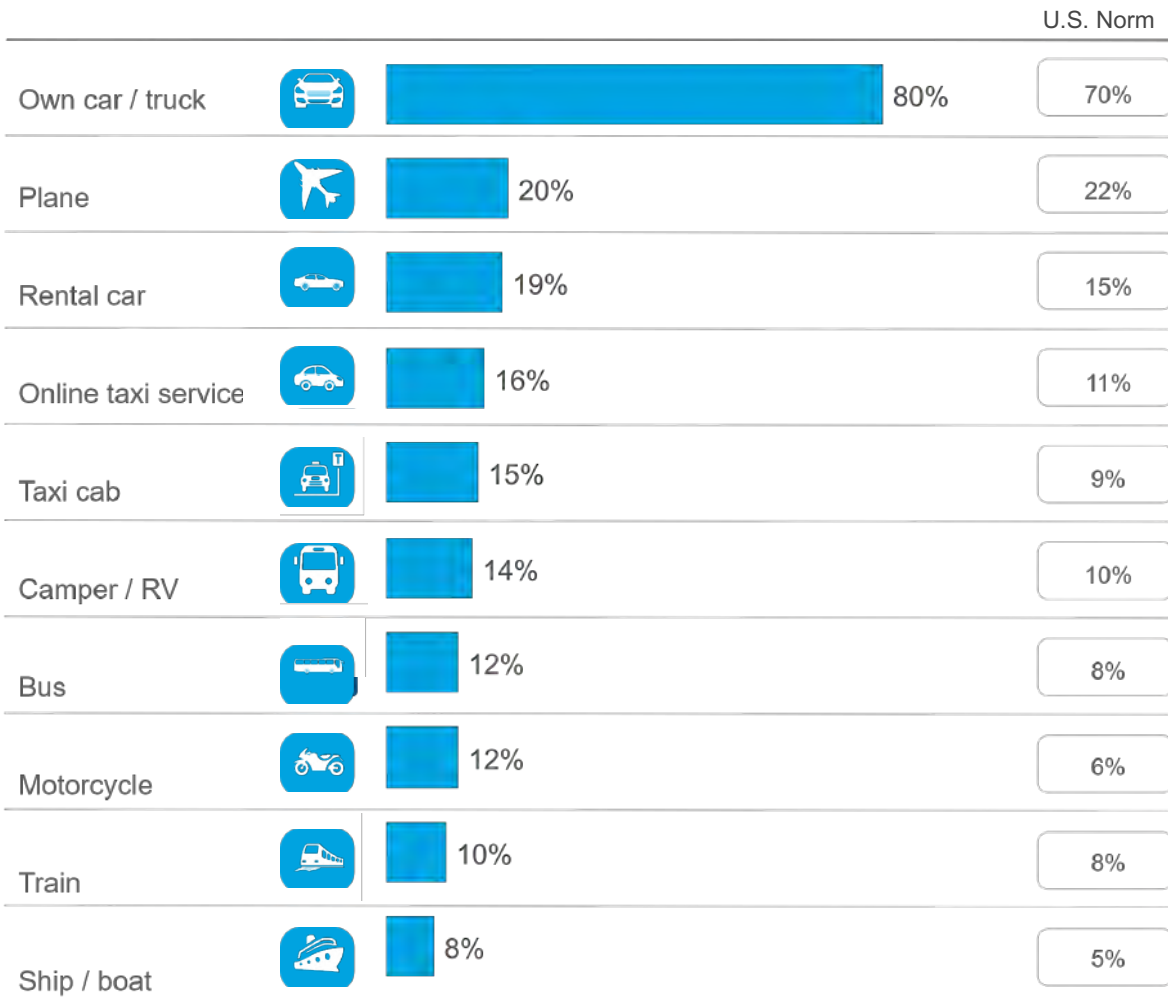
■ West Virginia ■ U.S. Norm



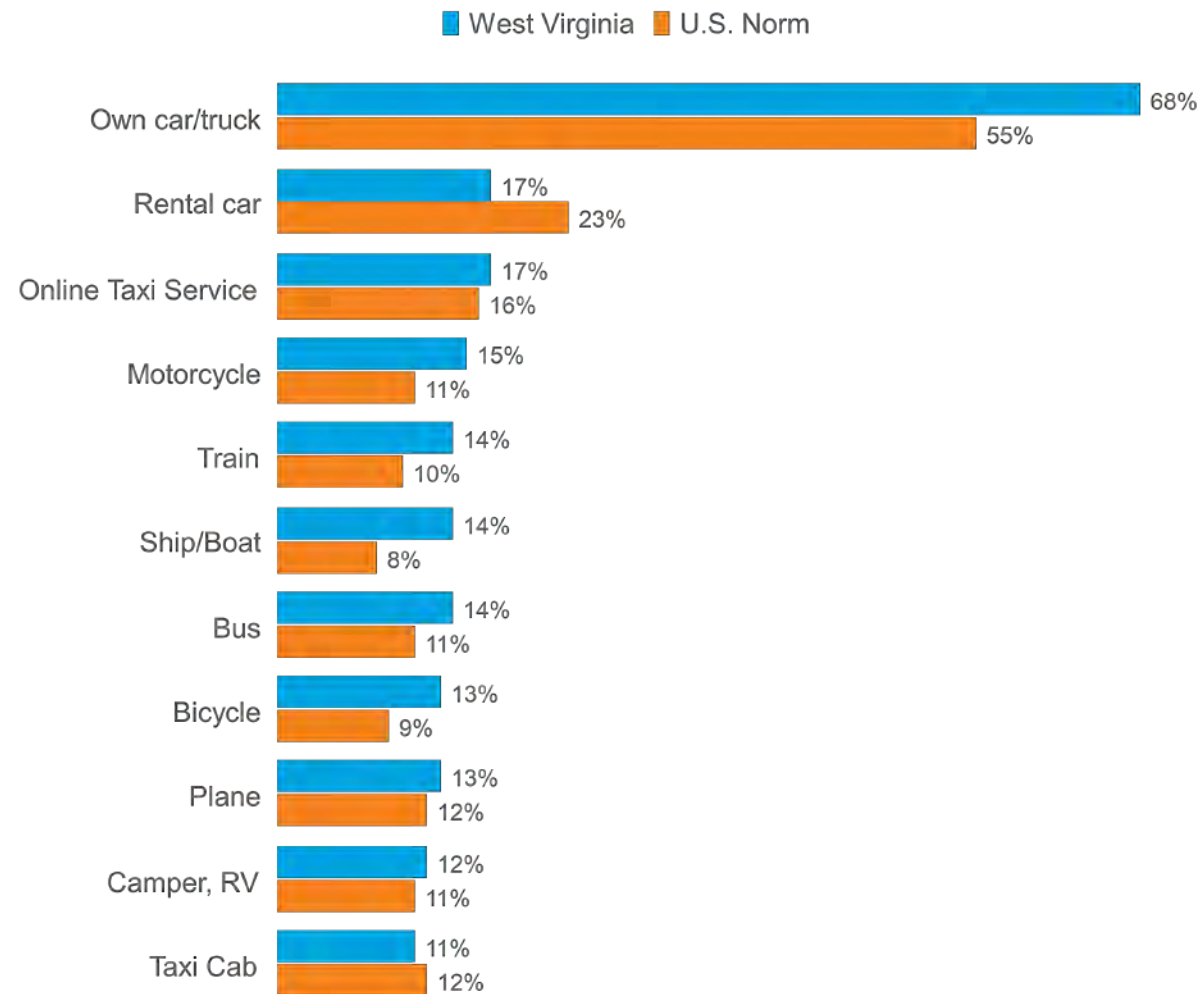
# West Virginia's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

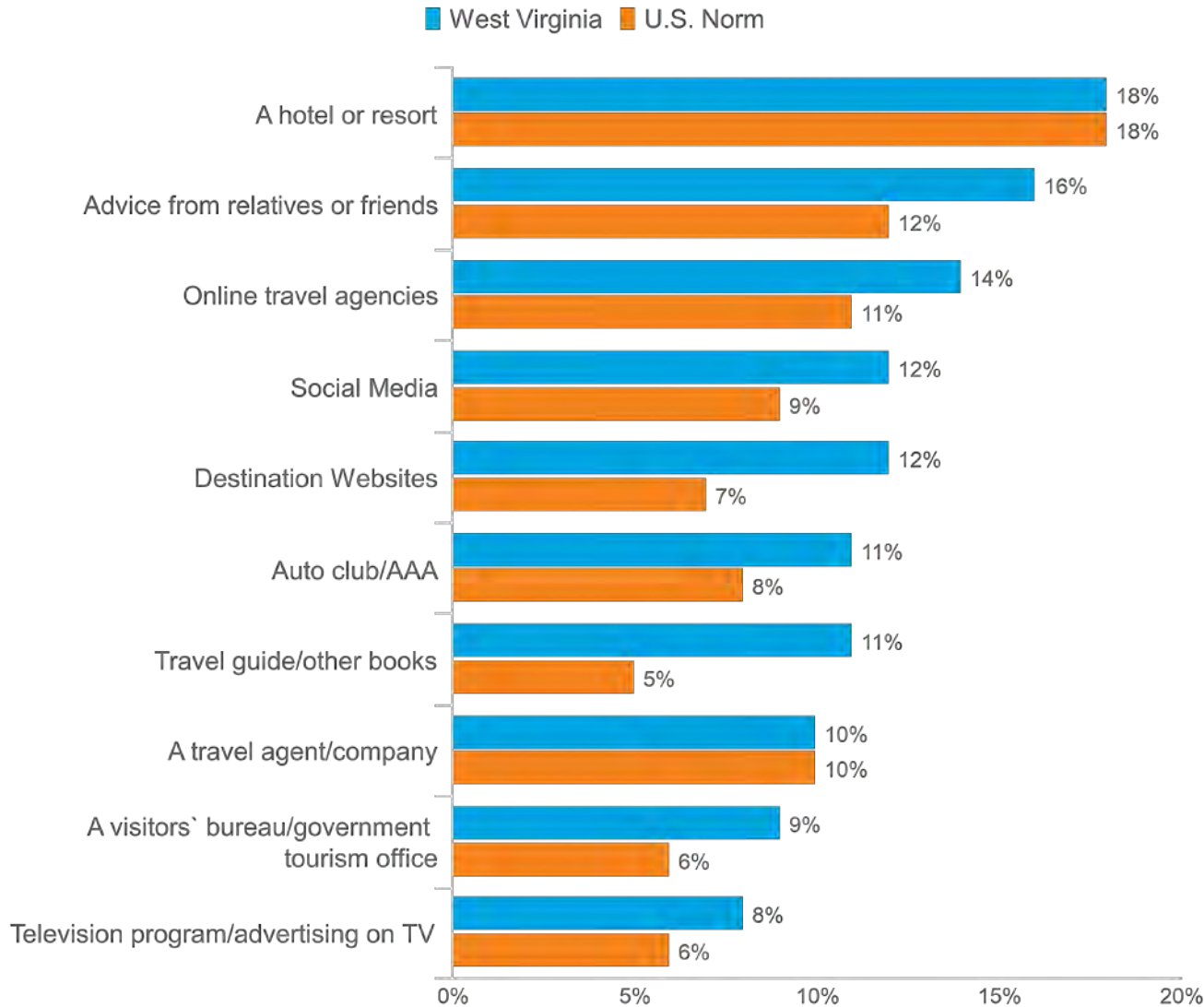
## Transportation Used to get to Destination



## Transportation Used within Destination



## Trip Planning Information Sources



## Length of Trip Planning

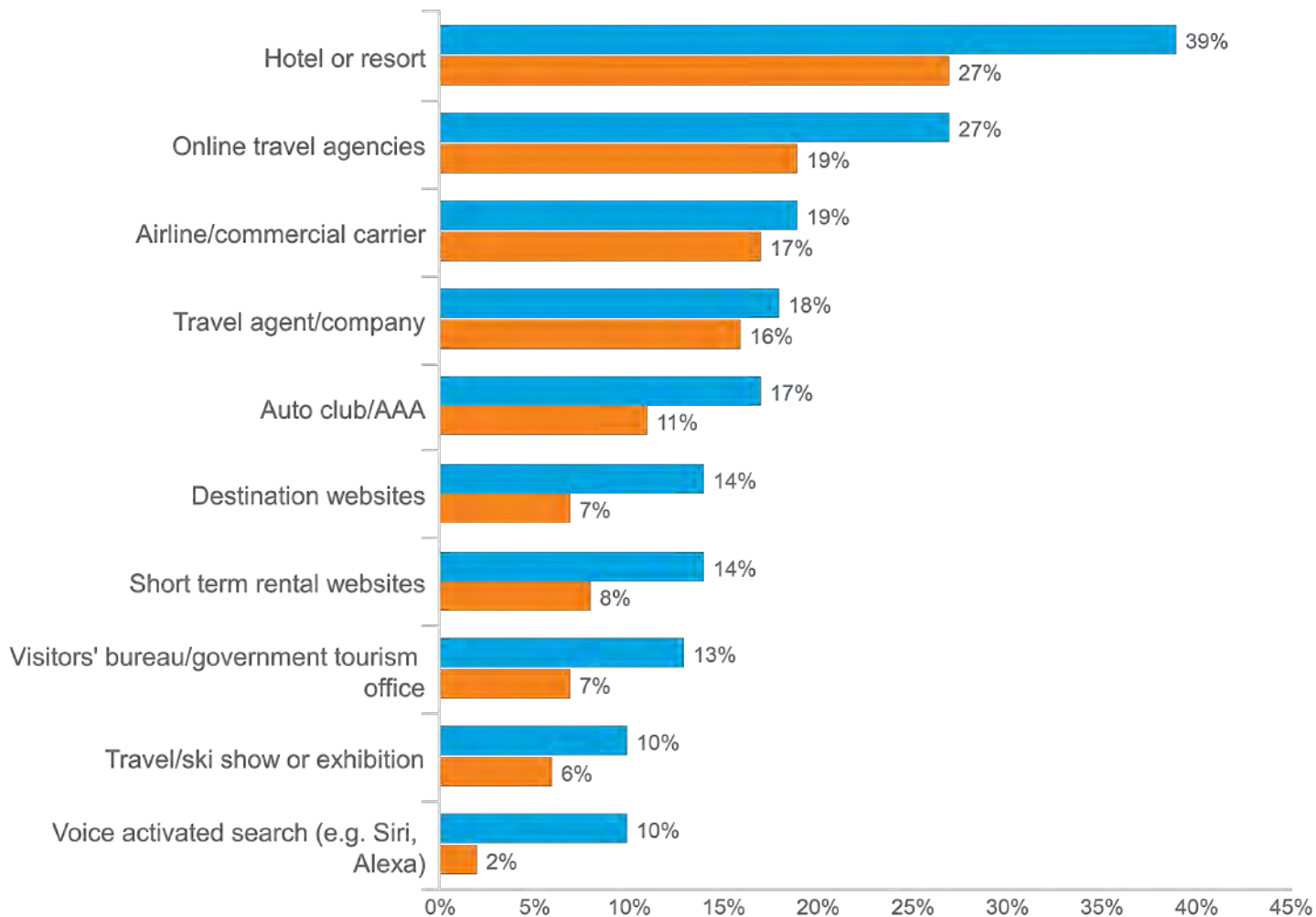
	West Virginia	U.S. Norm
1 month or less	25%	30%
2 months	16%	15%
3-5 months	17%	18%
6-12 months	12%	14%
More than 1 year in advance	5%	6%
Did not plan anything in advance	26%	17%

# West Virginia's Overnight Trip Characteristics








Base: 2021 Overnight Person-Trips

## Method of Booking

■ West Virginia ■ U.S. Norm



## Accommodations

	West Virginia	U.S. Norm
 Hotel	41%	38%
 Home of friends / relatives	24%	19%
 Motel	21%	13%
 Resort hotel	15%	12%
 Bed & breakfast	12%	8%
 Campground / RV park	11%	6%
 Rented cottage / cabin	10%	4%

## Activity Groupings

### Outdoor Activities



**53%**

U.S. Norm: 48%

### Entertainment Activities



**57%**

U.S. Norm: 55%

### Cultural Activities



**36%**

U.S. Norm: 29%

### Sporting Activities



**28%**

U.S. Norm: 24%











### Business Activities



**22%**







U.S. Norm: 18%

## Activities and Experiences (Top 10)

	West Virginia	U.S. Norm
 Shopping	24%	22%
 Sightseeing	21%	16%
 Attending celebration	19%	13%
 Casino	16%	10%
 Landmark/historic site	16%	11%
 National/state park	15%	7%
 Nature tours/wildlife viewing/birding	15%	7%
 Museum	14%	10%
 Bar/nightclub	14%	11%
 Swimming	14%	12%









## Shopping Types on Trip

	West Virginia	U.S. Norm
 Convenience/grocery shopping	<b>53%</b>	<b>42%</b>
 Big box stores (Walmart, Costco)	<b>51%</b>	<b>33%</b>
 Outlet/mall shopping	<b>49%</b>	<b>47%</b>
 Souvenir shopping	<b>45%</b>	<b>39%</b>
 Boutique shopping	<b>31%</b>	<b>28%</b>
 Antiquing	<b>29%</b>	<b>13%</b>

Base: 2021 Overnight Person-Trips that included Shopping

## Dining Types on Trip

	West Virginia	U.S. Norm
 Unique/local food	<b>44%</b>	<b>40%</b>
 Fine/upscale dining	<b>23%</b>	<b>22%</b>
 Food delivery service (UberEATS, DoorDash, etc.)	<b>21%</b>	<b>21%</b>
 Picnicking	<b>21%</b>	<b>14%</b>
 Street food/food trucks	<b>20%</b>	<b>21%</b>
 Gastropubs	<b>13%</b>	<b>10%</b>



**68%**

**of overnight travelers were very satisfied with their overall trip experience**



Friendliness of people

61%



Quality of accommodations

57%



Sightseeing/attractions

56%



Quality of food

56%



Safety/security

55%



Cleanliness

54%



Public transportation

50%



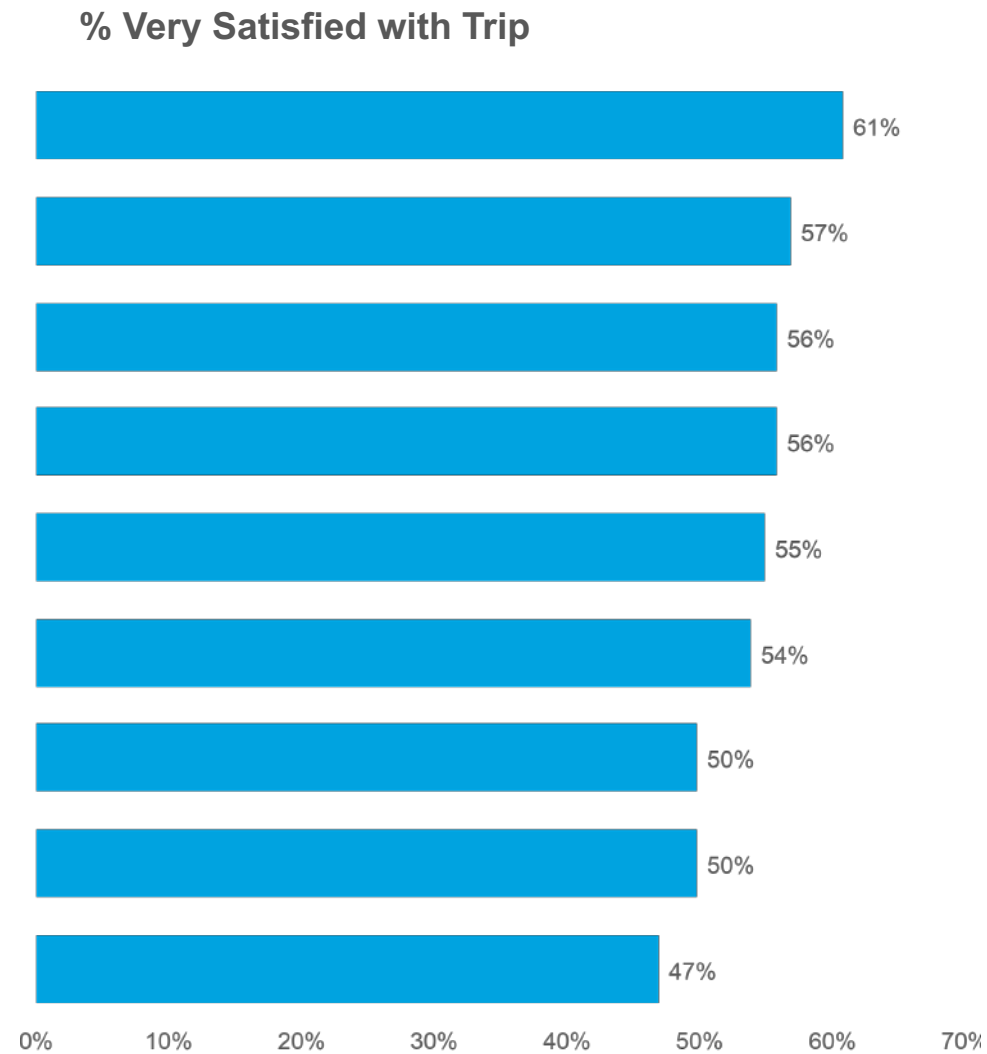
Value for money

50%

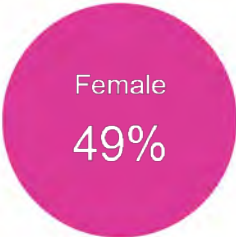


Music/nightlife/entertainment

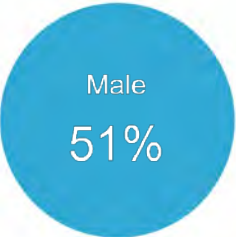
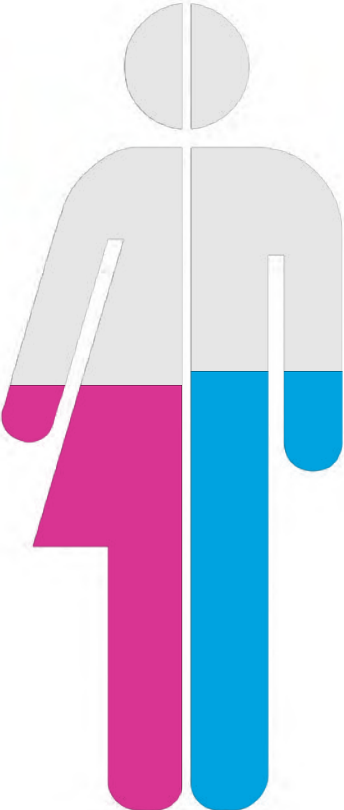
47%



## Gender



U.S. Norm  
48%



U.S. Norm  
52%

## Age

18-24 25-34 35-44 45-54 55-64 65+

### West Virginia



Average Age  
43.5

### U.S. Norm



Average Age  
43.7

## Marital Status

West Virginia U.S. Norm



Married / with partner



Single / never married



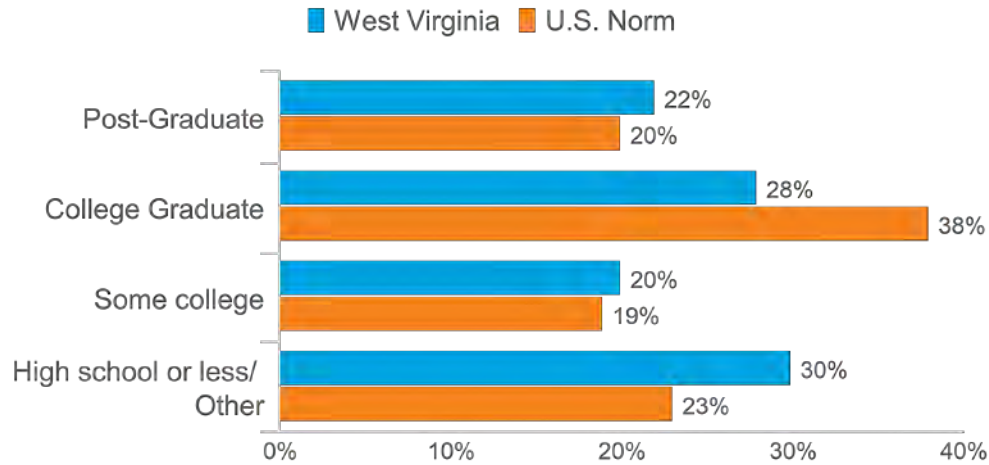
Divorced / widowed / separated



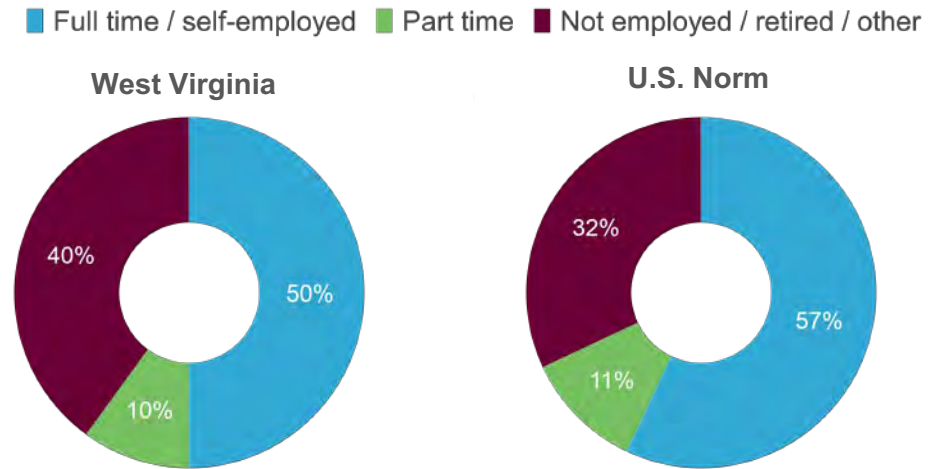
# Demographic Profile of Overnight West Virginia Visitors

Base: 2021 Overnight Person-Trips

## Education



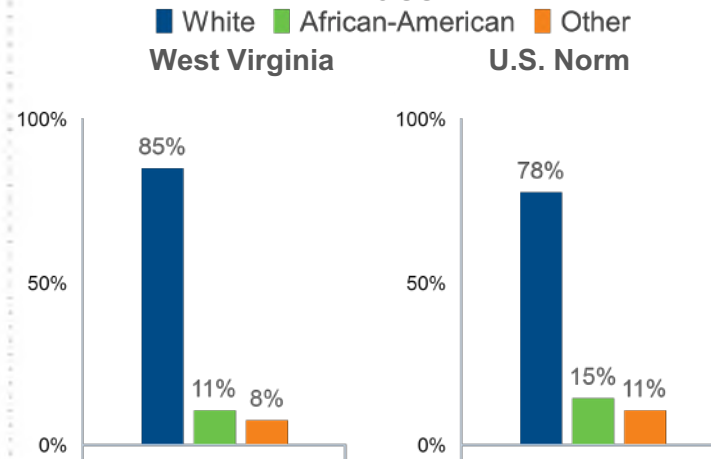
## Employment



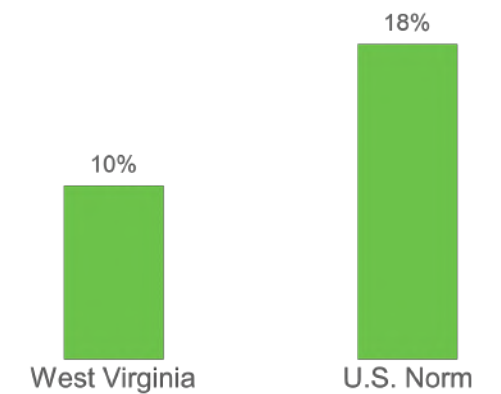
## Household Income



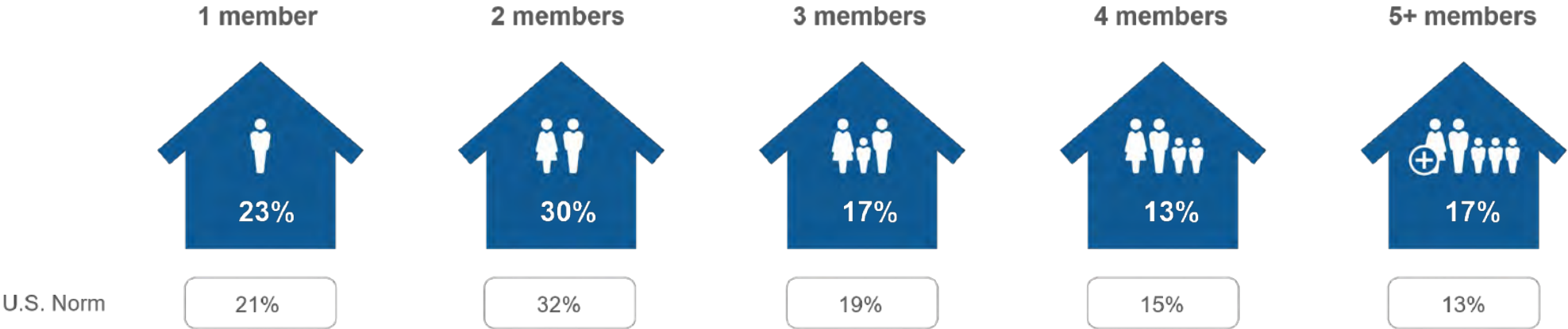
## Race



## Hispanic Background



## Household Size



## Children in Household

