



Travel USA Visitor Profile

WEST
VIRGINIA™

2023

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 or 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 2023.

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 2023:



Overnight Base Size

1,325



Day Base Size

918

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



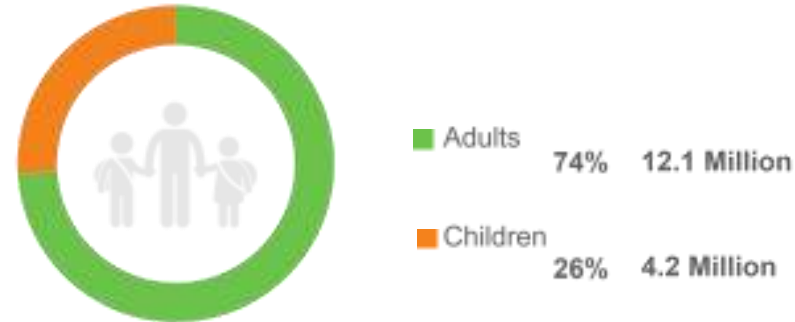
Travel USA Visitor Profile

Overnight Visitation

WEST
VIRGINIA

2023

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

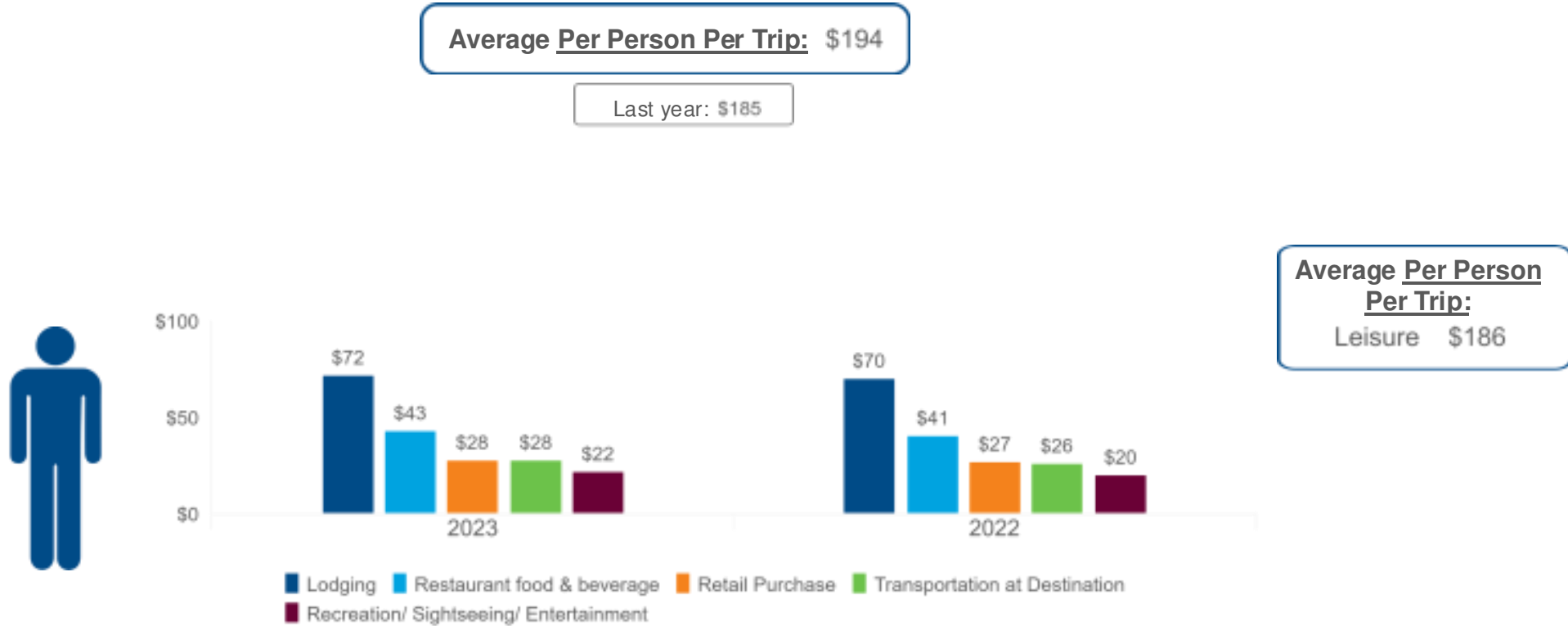


Past Visitation to West Virginia

88% of overnight travelers to West Virginia are repeat visitors

65% of overnight travelers to West Virginia had visited before in the past 12 months

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



West Virginia's Overnight Trip Characteristics

Base: 2023 Overnight Person-Trips

Main Purpose of Trip

	42% Visiting friends/ relatives	
	12% Outdoors	 2% Conference/ Convention
	11% Touring	
	8% Special event	
	5% Casino	 5% Other business trip
	4% Resort	
	3% City trip	 5% Business-Leisure
	1% Theme park	

Main Purpose of Leisure Trip

	2023	2022
Visiting friends/ relatives	42%	40%
Outdoors	12%	11%
Touring	11%	12%
Special event	8%	6%
Casino	5%	6%
Resort	4%	2%
City trip	3%	5%
Theme park	1%	2%

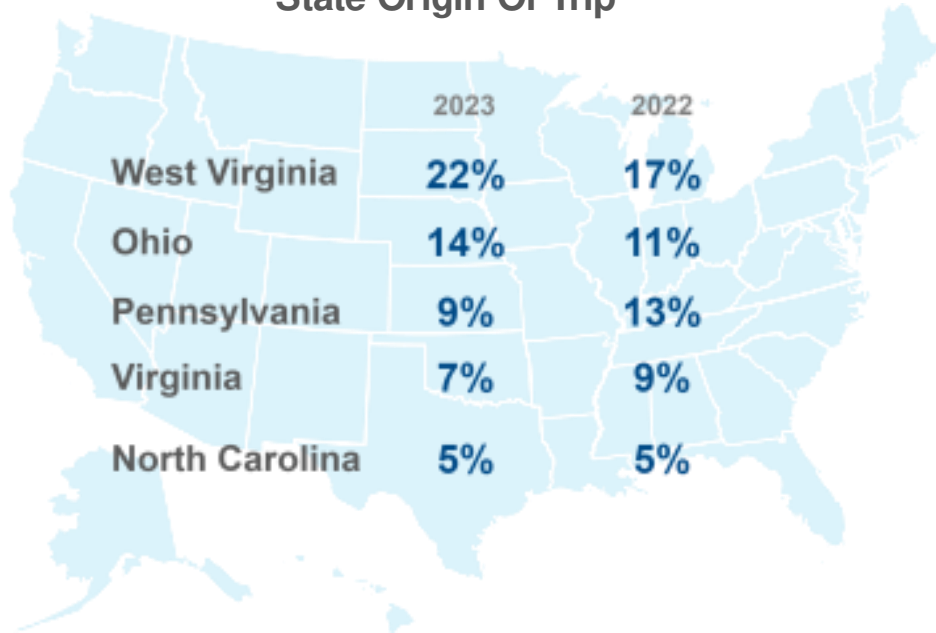
2023 West Virginia Overnight Trips



Last Year's West Virginia Overnight Trips



State Origin Of Trip



DMA Origin Of Trip

	2023	2022
Charleston-Huntington, KY/OH/WV	8%	8%
Pittsburgh, PA	7%	7%
Washington, DC	7%	8%
Clarksburg-Weston, WV	5%	2%
Cleveland, OH	5%	4%
New York, NY	5%	4%
Beckley-Bluefield-Oak Hill, WV	3%	4%
Columbus, OH	3%	3%
Philadelphia, PA	3%	3%
Los Angeles, CA	3%	2%

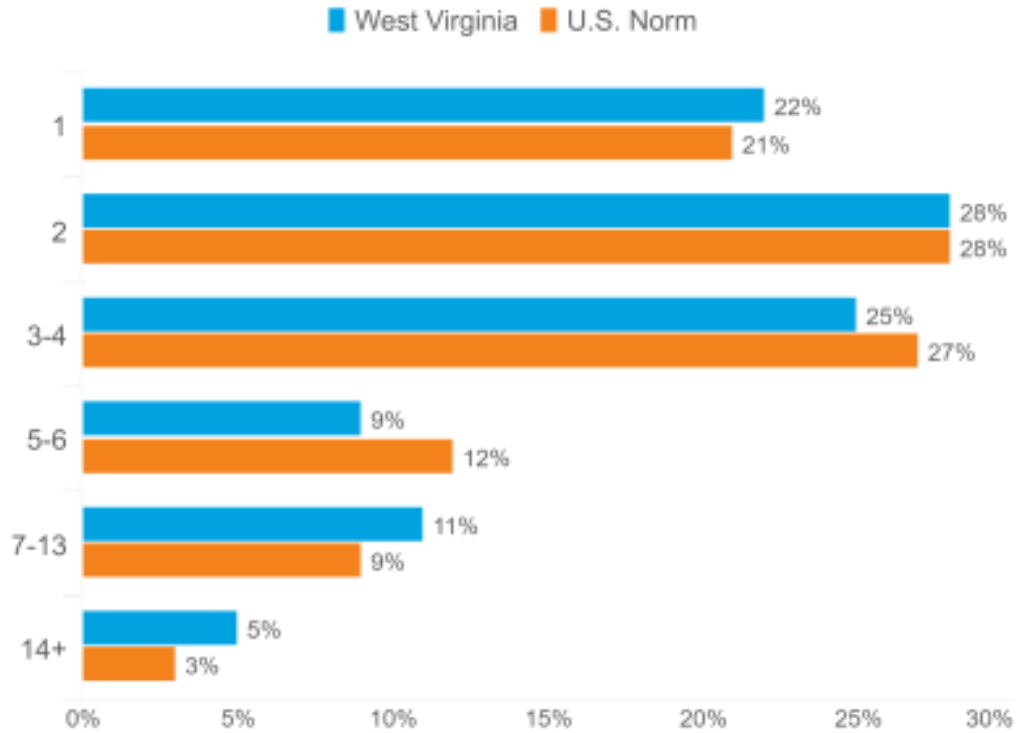
Season of Trip Total Overnight Person-Trips



West Virginia's Overnight Trip Characteristics

Base: 2023 Overnight Person-Trips

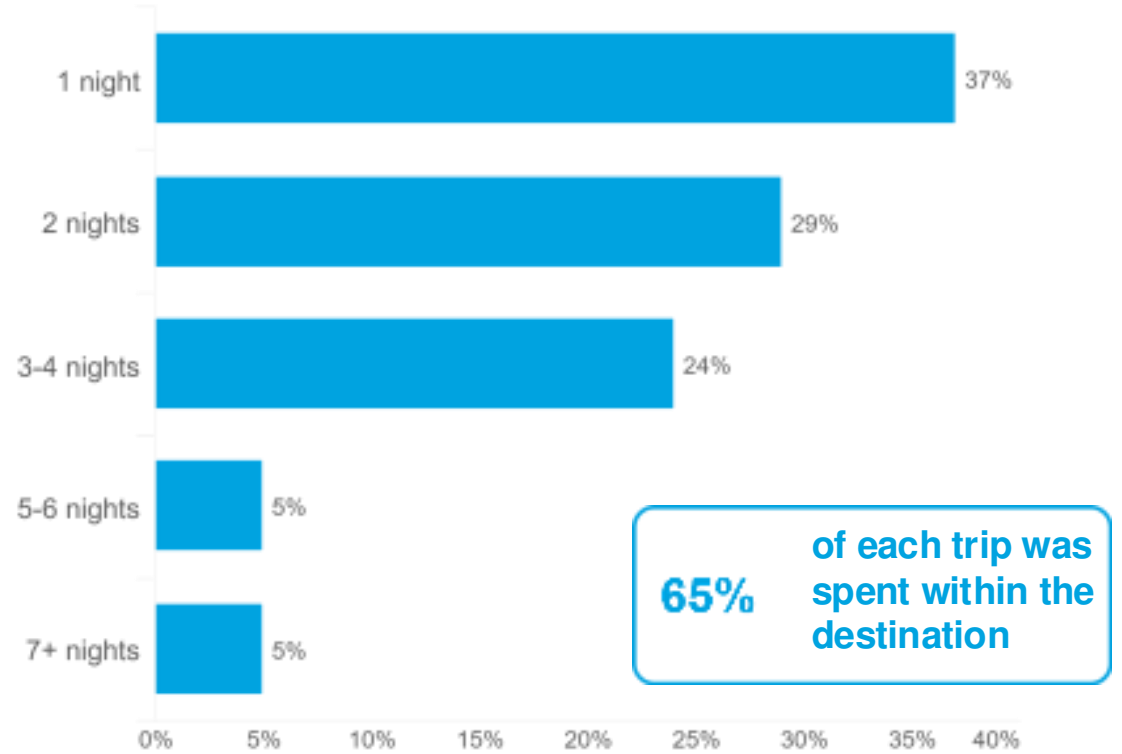
Total Nights Away on Trip



West Virginia
4.0
Average Nights

U.S. Norm
3.8
Average Nights

Nights Spent in West Virginia



65% of each trip was spent within the destination

Average number of nights
2.6

Average last year
2.8

Size of Travel Party

■ Adults ■ Children

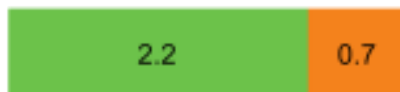
West Virginia



Total 3.2

Average number of people

U.S. Norm



Total 2.9

Average number of people

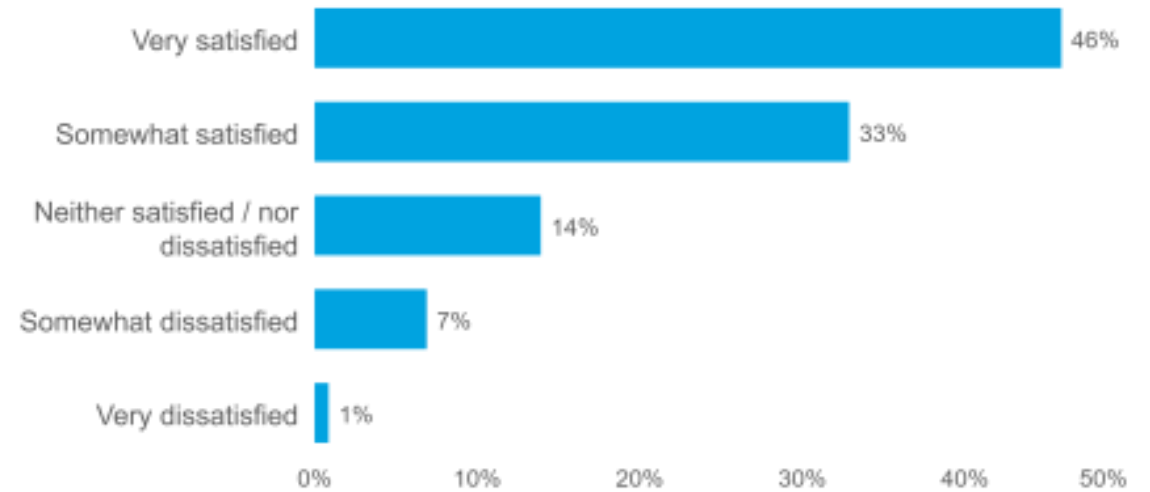


19% of travel parties had a travel party member that required accessibility services

U.S. Norm: 17%

Satisfaction with Ease of Accessibility

Ease of Accessibility only asked to those with travel limiting disabilities within travel party



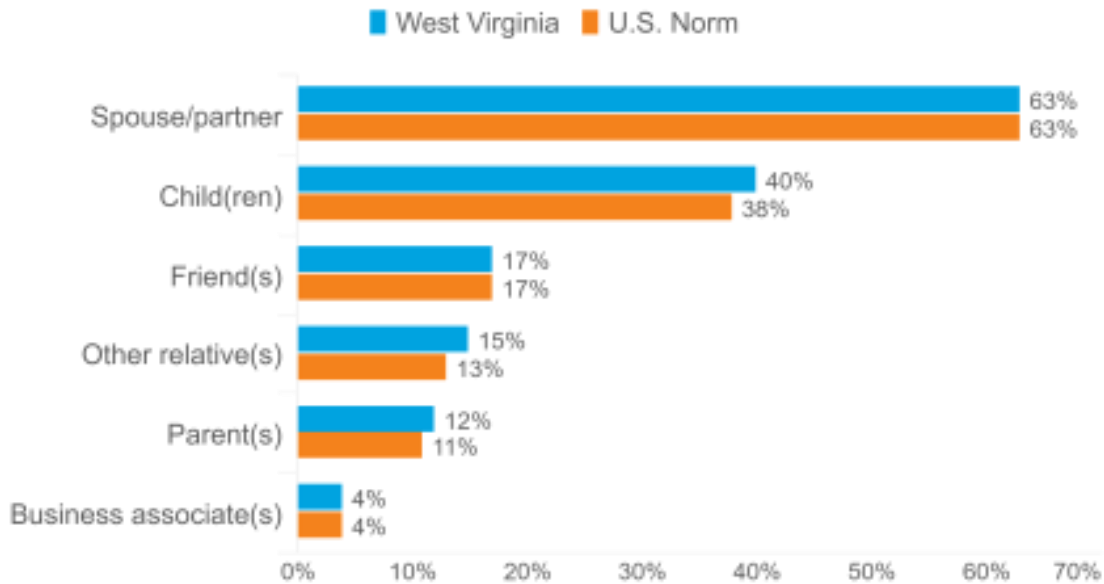


19% of trips only had one person in the travel party

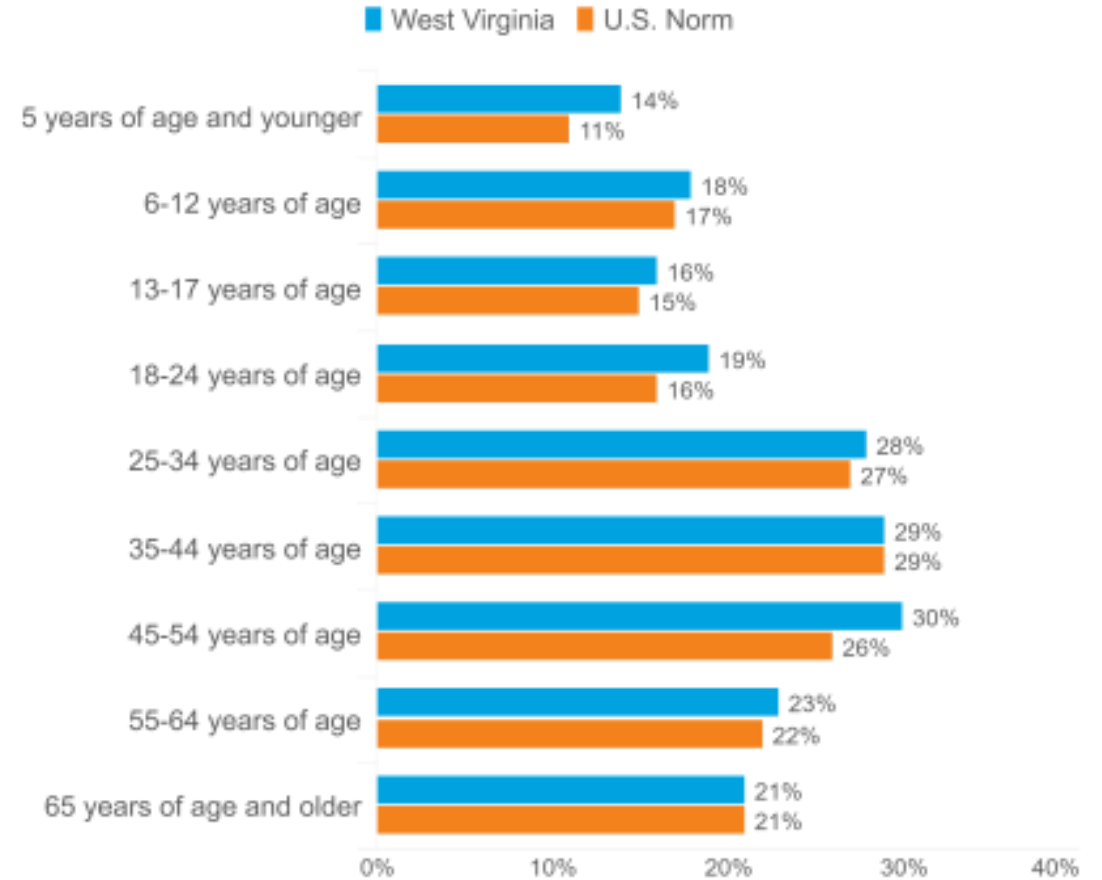
U.S. Norm: **24%**

Composition of Immediate Travel Party

Base: 2023 Overnight Person-Trips that included more than one person



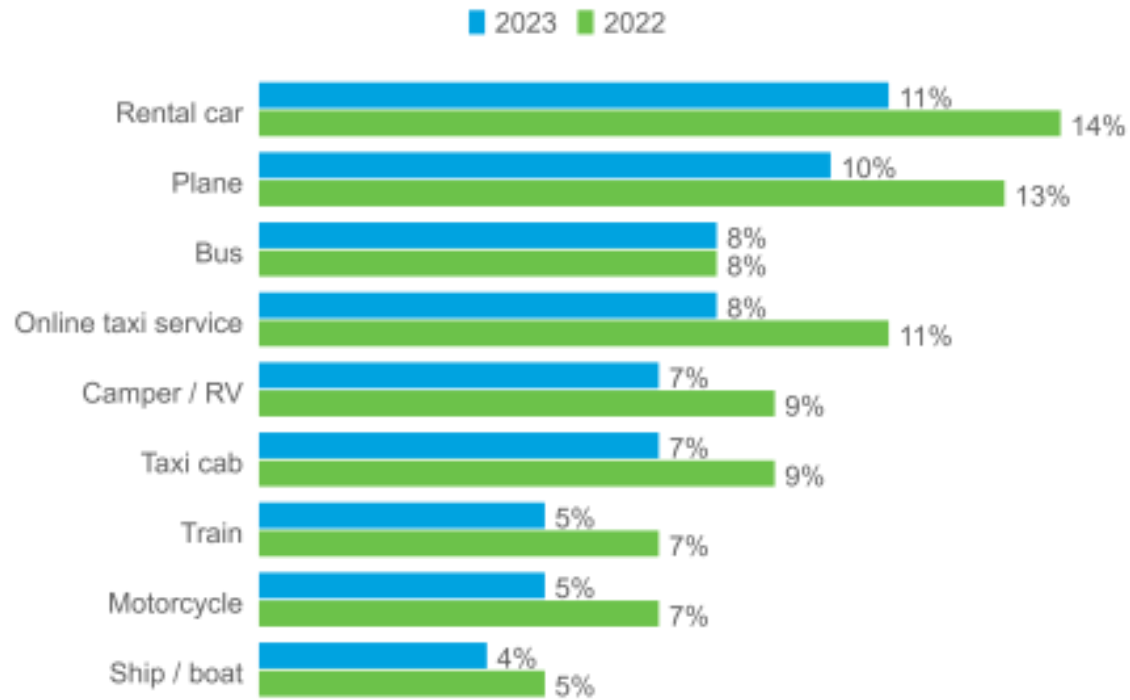
Travel Party Age



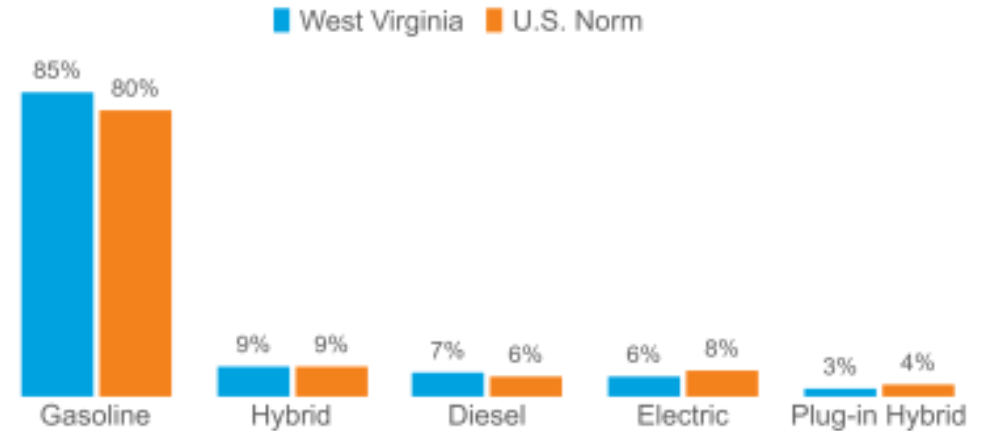
Transportation Used to get to Destination

83% of overnight travelers use own car/truck to get to their destination

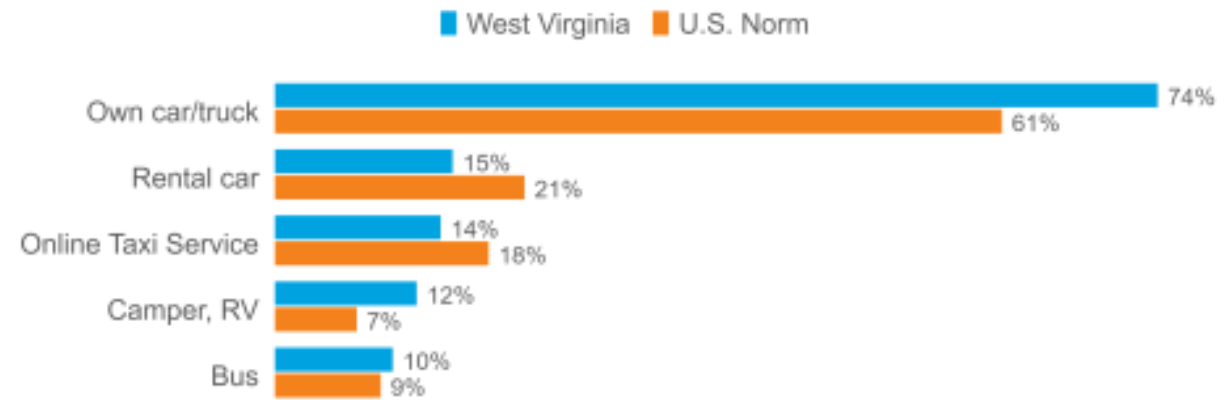
Previous year: **80%**



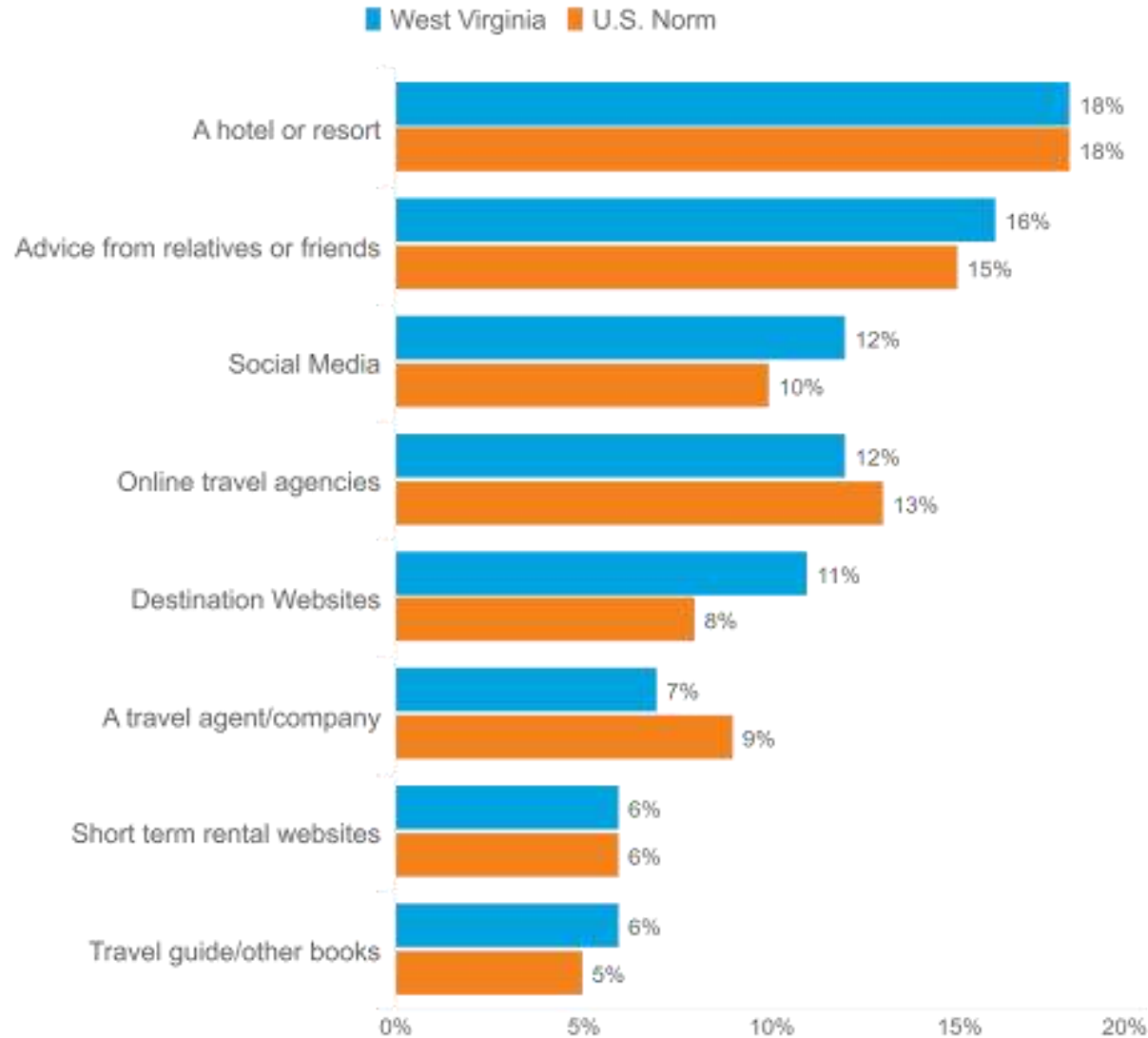
Type of Vehicle Used to get to Destination



Transportation Used within Destination



Trip Planning Information Sources



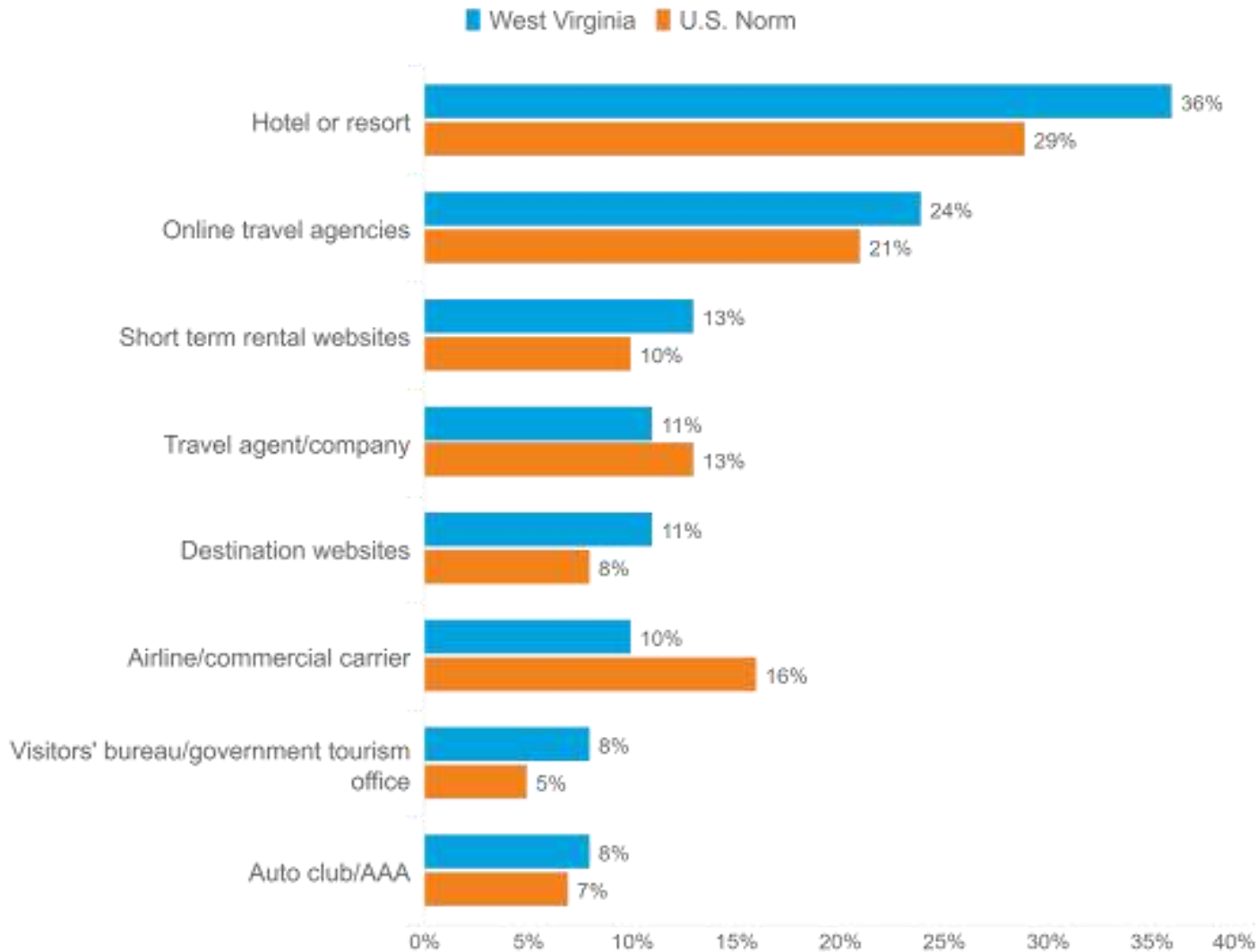
Length of Trip Planning

	West Virginia	U.S. Norm
1 month or less	35%	33%
2 months	13%	17%
3-5 months	13%	18%
6-12 months	11%	13%
More than 1 year in advance	5%	4%
Did not plan anything in advance	22%	15%








West Virginia's Overnight Trip Characteristics

Base: 2023 Overnight Person-Trips

Method of Booking



Accommodations

	2023	2022
 Hotel	38%	40%
 Home of friends / relatives	26%	24%
 Motel	17%	18%
 Resort hotel	11%	10%
 Campground / RV park	9%	10%
 Bed & breakfast	7%	10%
 Rented cottage / cabin	6%	7%

Activity Groupings

Outdoor Activities



U.S. Norm: 47%

Entertainment Activities



U.S. Norm: 54%

Cultural Activities



U.S. Norm: 28%

Sporting Activities



U.S. Norm: 20%

Business Activities









U.S. Norm: 15%

Activities and Experiences (Top 10)







	2023	2022
Shopping	25%	25%
Sightseeing	24%	23%
Landmark/historic site	17%	18%
Attending celebration	16%	16%
National/state park	15%	15%
Hiking/backpacking	15%	12%
Nature tours/wildlife viewing/birding	13%	12%
Swimming	12%	14%
Casino	12%	13%
Museum	12%	14%

Shopping Types on Trip

Base: 2023 Overnight Person-Trips that included Shopping

	West Virginia	U.S. Norm
 Shopping at locally owned businesses	49%	48%
 Convenience/grocery shopping	49%	42%
 Outlet/mall shopping	47%	44%
 Souvenir shopping	42%	38%
 Big box stores (Walmart, Costco)	42%	30%
 Farmers market	25%	17%
 Antiquing	24%	12%

Dining Types on Trip

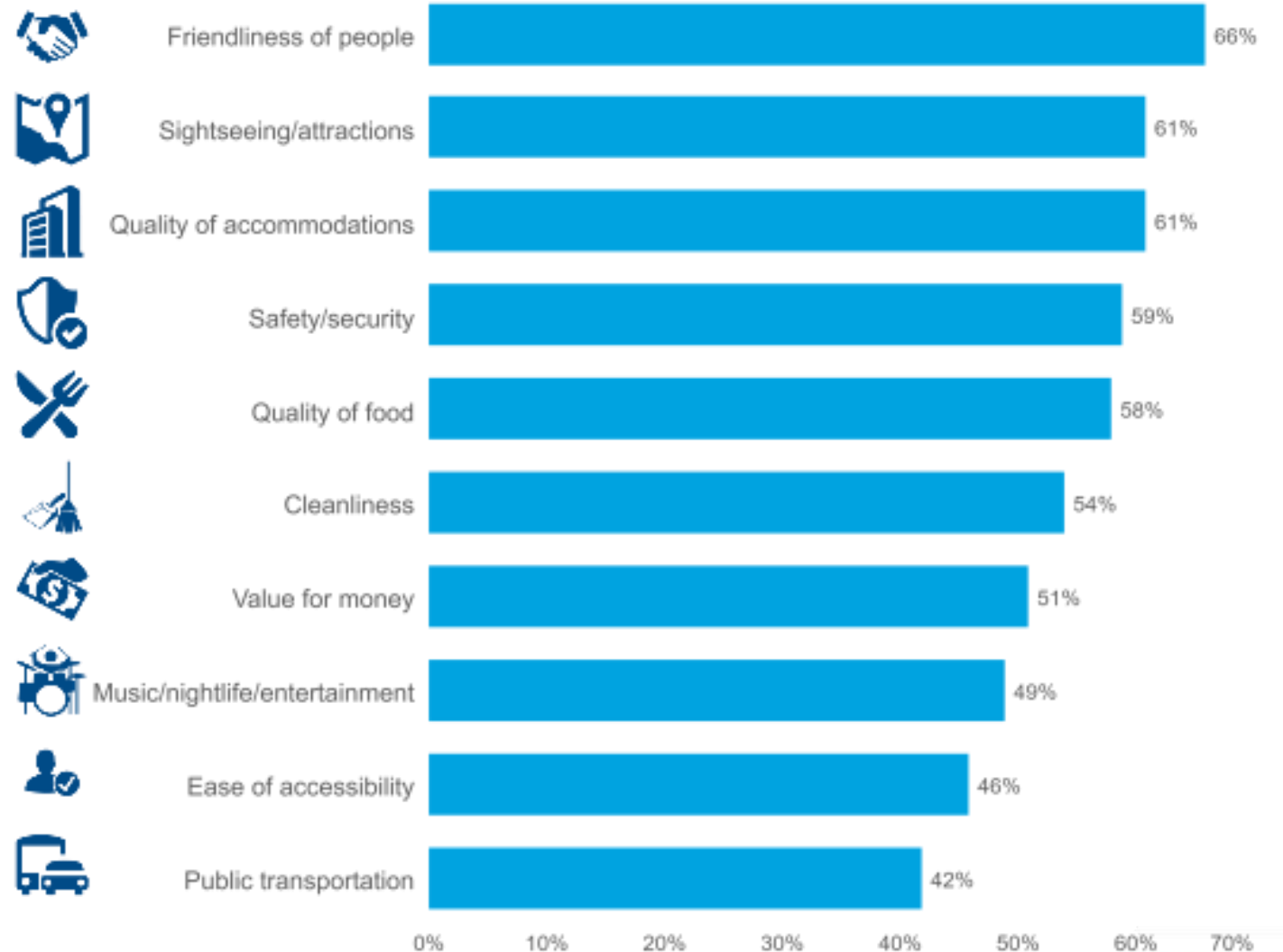
	West Virginia	U.S. Norm
 Fast food	53%	45%
 Casual dining	51%	56%
 Unique/local food	26%	30%
 Carry-out/food delivery service	21%	22%
 Picnicking	16%	11%
 Fine/upscale dining	13%	19%



74%

of overnight travelers were very satisfied with their overall trip experience

% Very Satisfied with Trip*



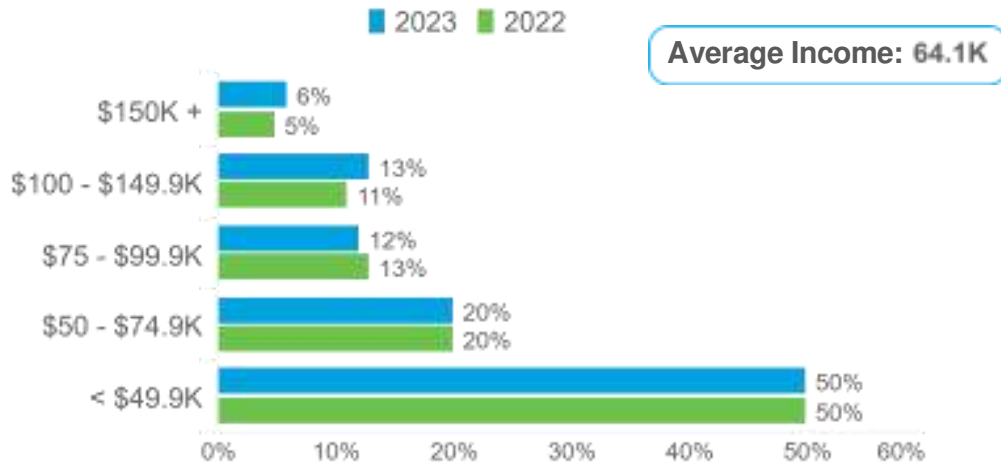
*Very satisfied = selected top box on a five point scale

Ease of Accessibility only asked to those with travel limiting disabilities within travel party

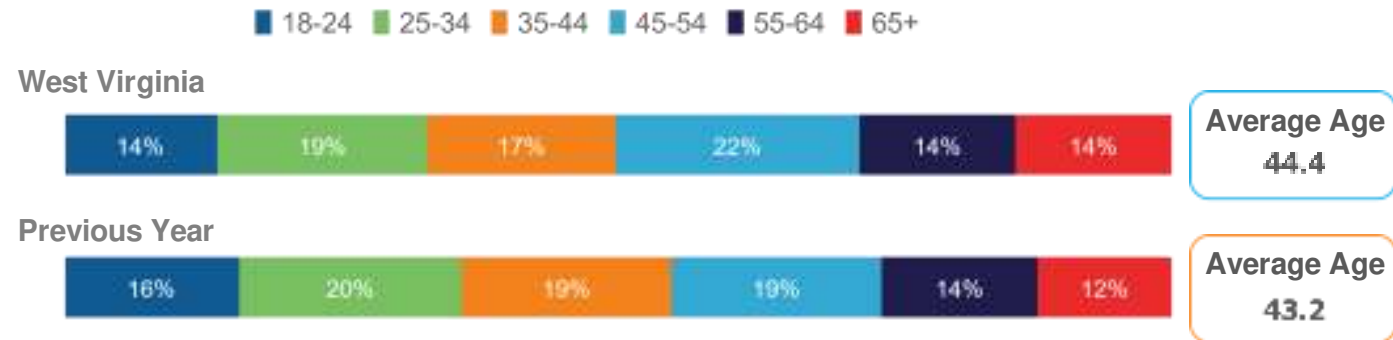
Demographic Profile of Overnight West Virginia Visitors

Base: 2023 Overnight Person-Trips

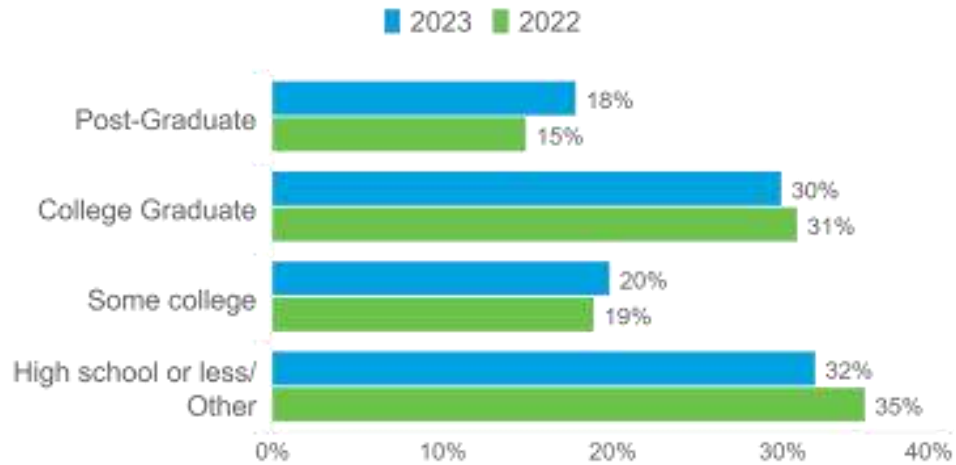
Household Income



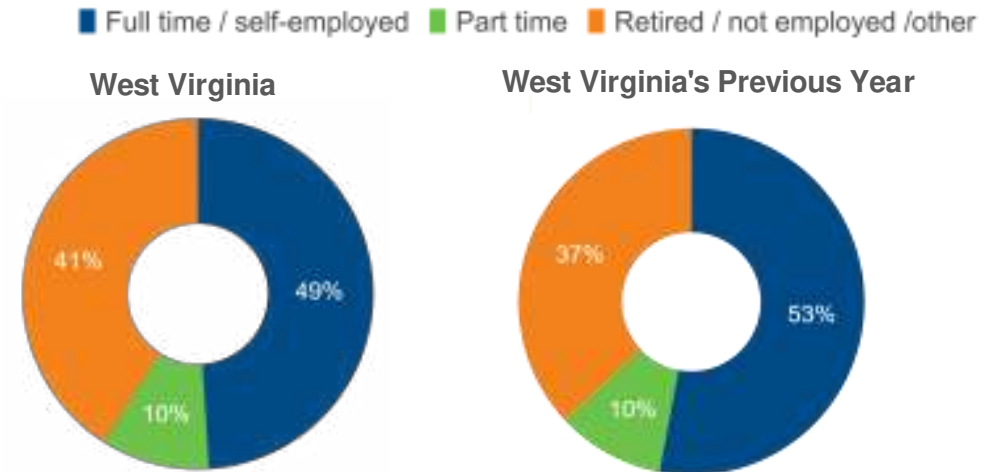
Age



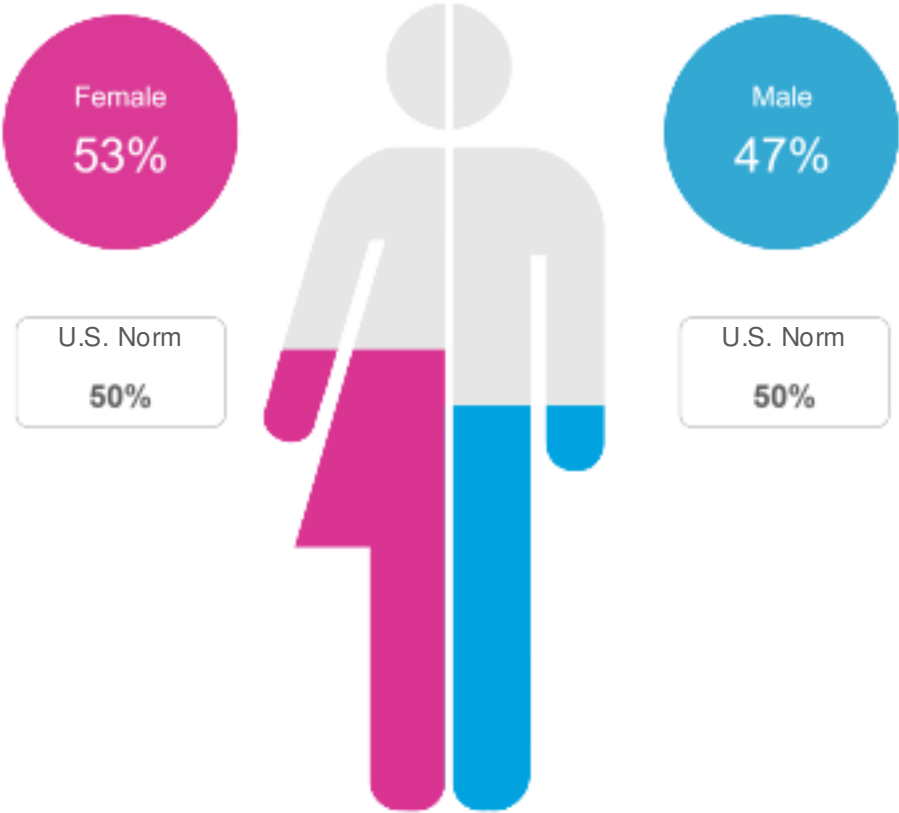
Educational Attainment



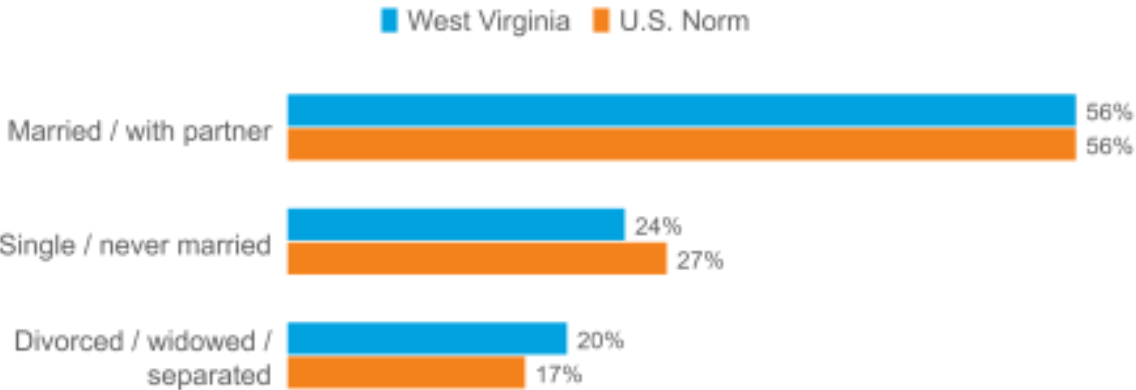
Employment



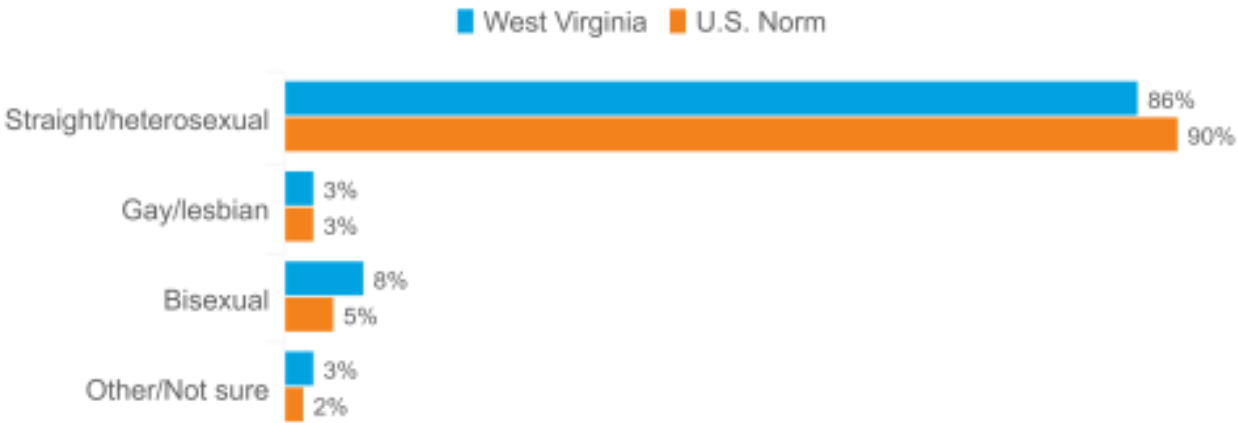
Gender



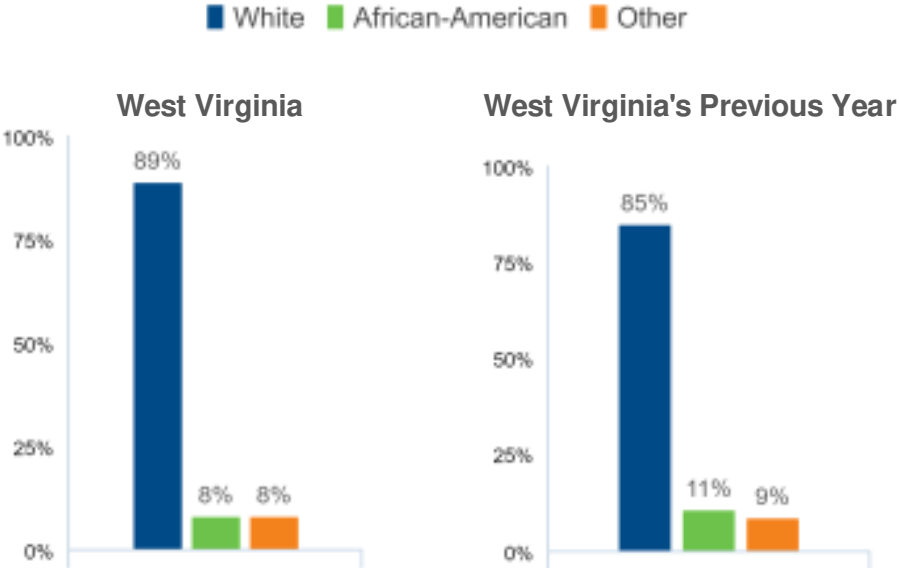
Marital Status



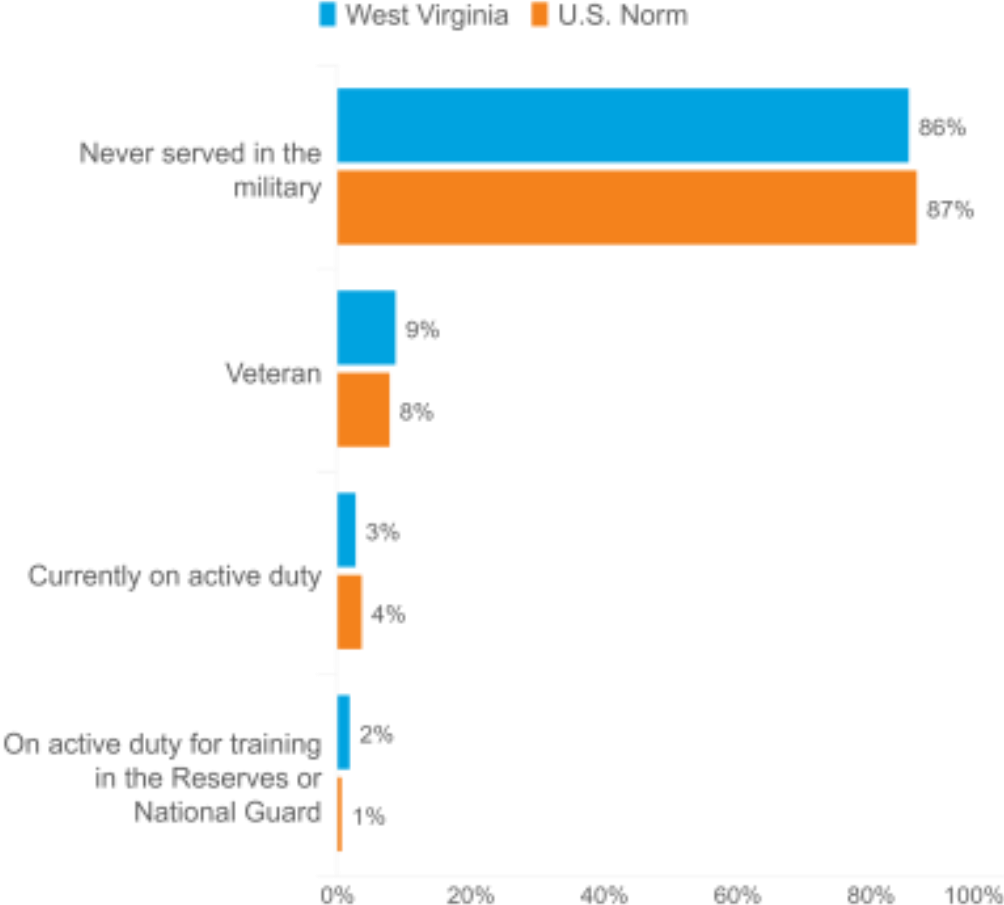
Sexual Orientation



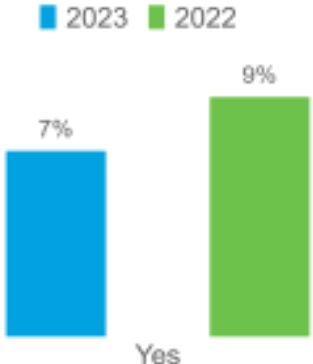
Race



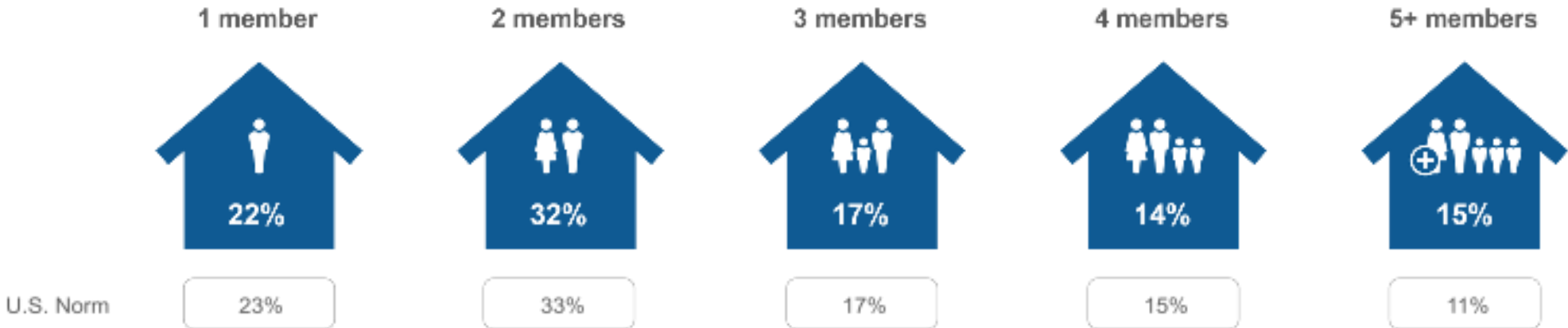
Military Status



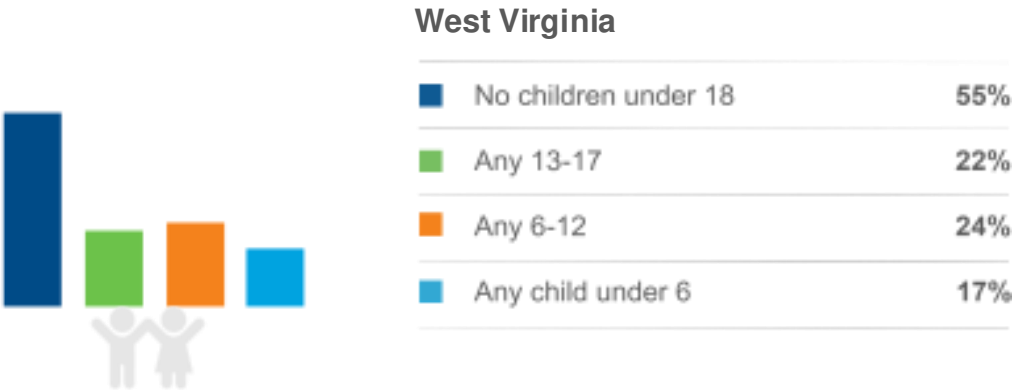
Hispanic Background



Household Size



Children in Household





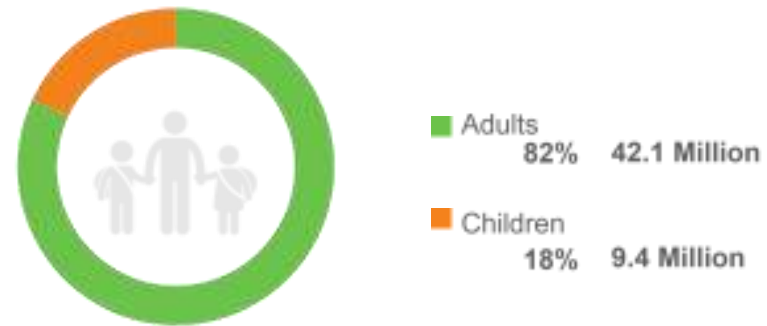
Travel USA Visitor Profile

Day Visitation

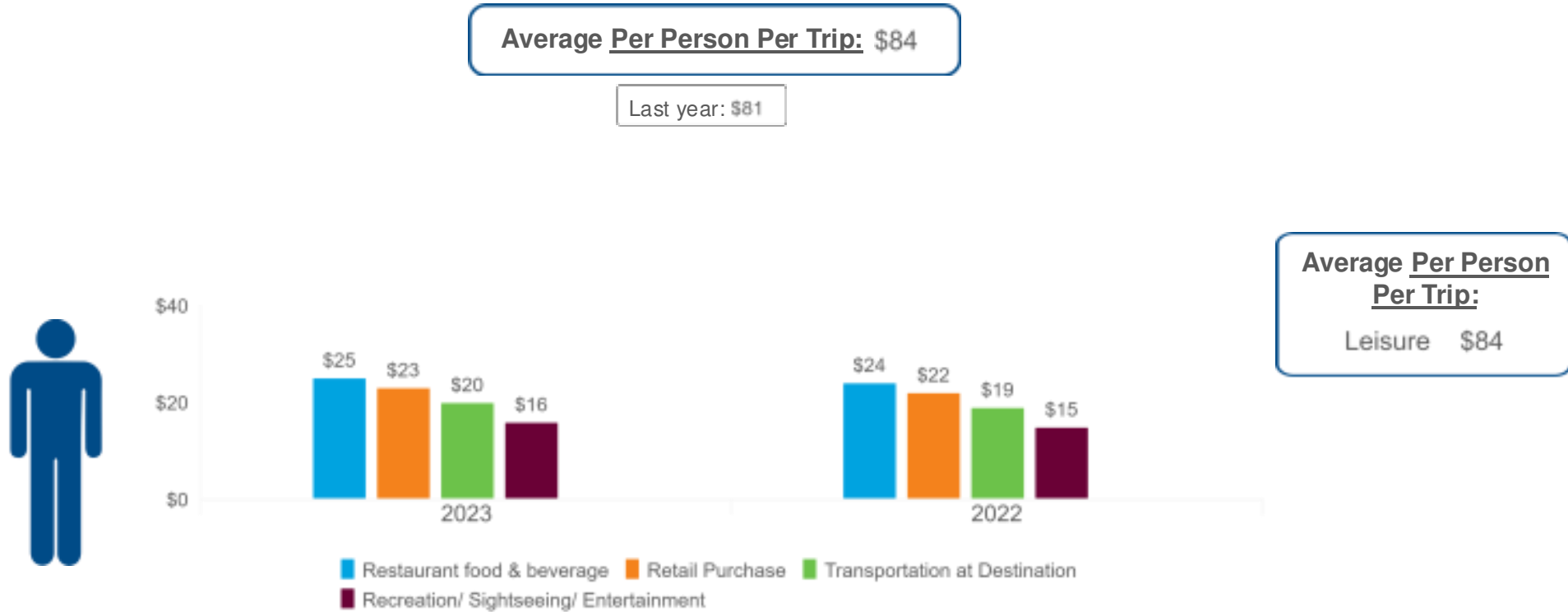
WEST
VIRGINIA

2023

Size of West Virginia Day Travel Market - Adults vs. Children



Average Per Person Per Trip Expenditures on Domestic Day Trips - by Sector



Main Purpose of Trip

 33% Visiting friends/ relatives	
 14% Touring	 1% Conference/ Convention
 11% Shopping	
 10% Outdoors	
 8% Special event	 3% Other business trip
 6% City trip	
 6% Casino	 3% Business-Leisure
 2% Cruise	

Main Purpose of Leisure Trip

	2023	2022
Visiting friends/ relatives	33%	39%
Touring	14%	12%
Shopping	11%	9%
Outdoors	10%	9%
Special event	8%	6%
City trip	6%	6%
Casino	6%	6%
Cruise	2%	2%

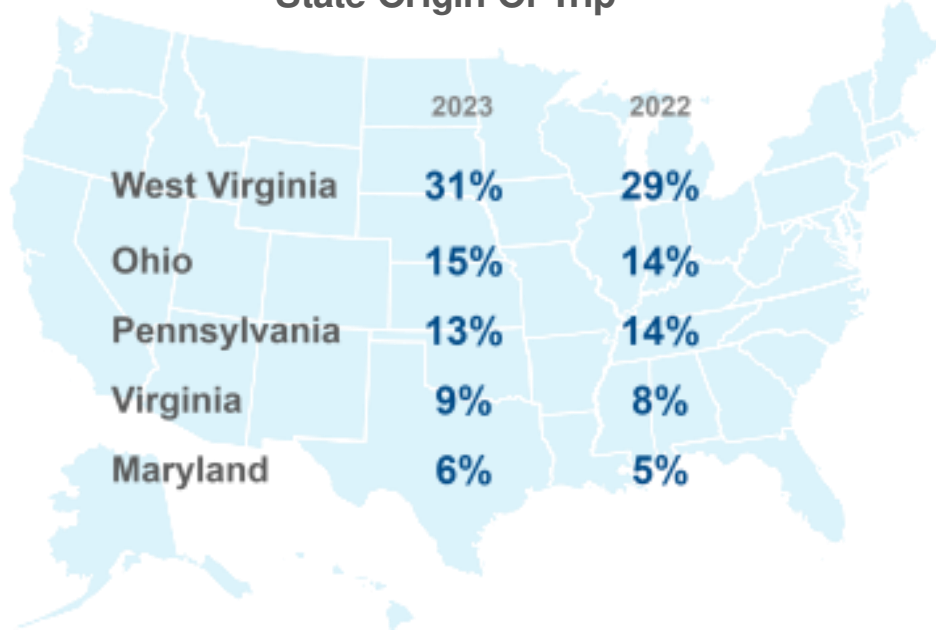
2023 West Virginia Day Trips



Last Year's West Virginia Day Trips



State Origin Of Trip



DMA Origin Of Trip

	2023	2022
Charleston-Huntington, KY/OH/WV	14%	15%
Pittsburgh, PA	13%	10%
Washington, DC	10%	8%
Clarksburg-Weston, WV	6%	5%
Beckley-Bluefield-Oak Hill, WV	5%	6%
Cleveland, OH	5%	4%
Columbus, OH	4%	3%
Roanoke-Lynchburg, VA	3%	2%

Season of Trip Total Day Person-Trips



Size of Travel Party

■ Adults ■ Children

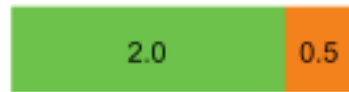
West Virginia



Total **2.7**

Average number of people

U.S. Norm



Total **2.6**

Average number of people



14% of travel parties had a travel party member that required accessibility services

U.S. Norm: 15%

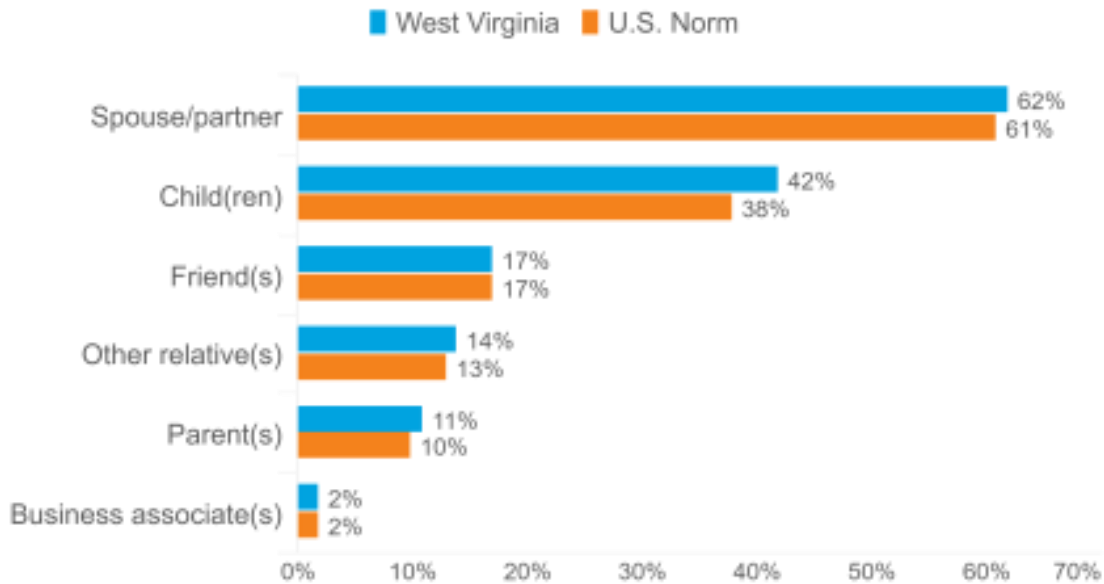


21% of trips only had one person in the travel party

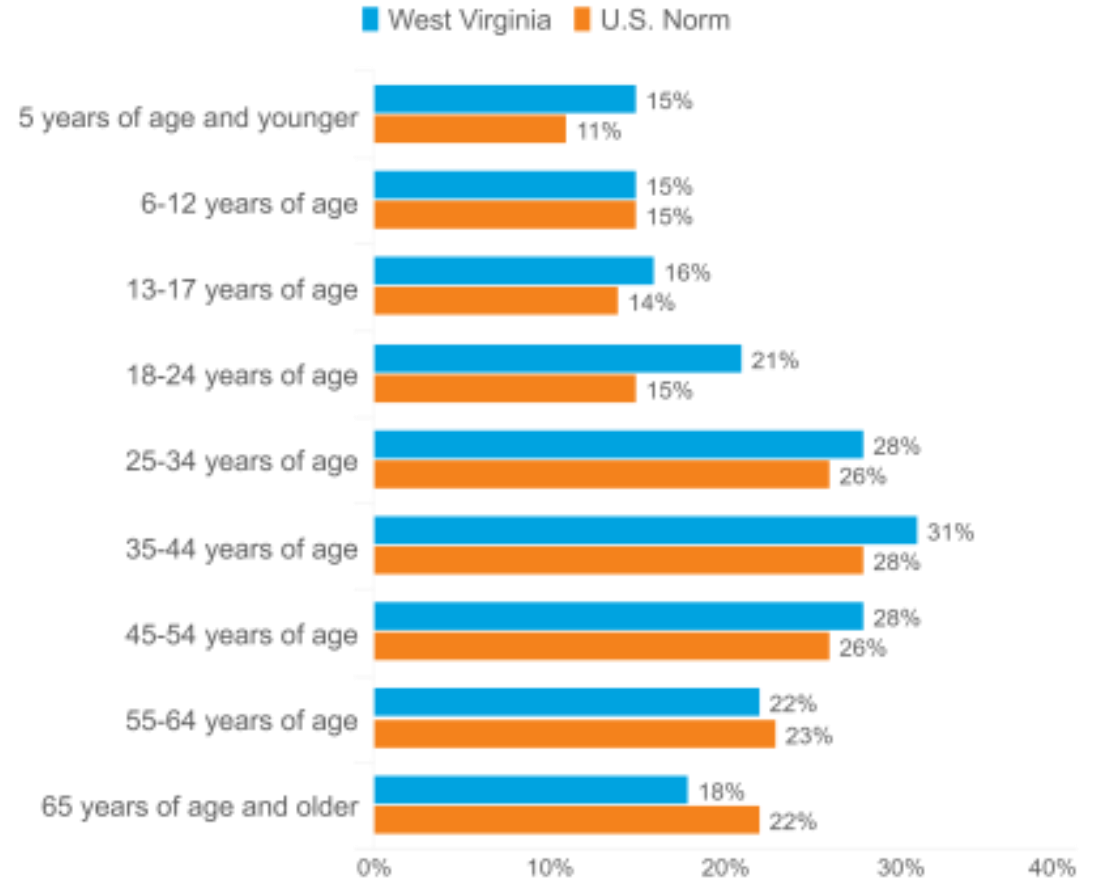
U.S. Norm: **25%**

Composition of Immediate Travel Party

Base: 2023 Day Person-Trips that included more than one person



Travel Party Age



Activity Groupings

Outdoor Activities



U.S. Norm: **32%**

Entertainment Activities



U.S. Norm: **40%**

Cultural Activities



U.S. Norm: **20%**

Sporting Activities



U.S. Norm: **14%**

Business Activities










U.S. Norm: **10%**

Activities and Experiences (Top 10)







	2023	2022
Shopping	26%	23%
Sightseeing	18%	17%
Landmark/historic site	12%	12%
Attending celebration	11%	14%
National/state park	10%	11%
Casino	9%	12%
Hiking/backpacking	8%	9%
Museum	8%	8%
Local parks/playgrounds	8%	9%
Nature tours/wildlife viewing/birding	8%	8%

Shopping Types on Trip

Base: 2023 Day Person-Trips that included Shopping

	West Virginia	U.S. Norm
 Outlet/mall shopping	50%	45%
 Shopping at locally owned businesses	47%	42%
 Big box stores (Walmart, Costco)	28%	26%
 Convenience/grocery shopping	26%	26%
 Souvenir shopping	22%	23%
 Farmers market	16%	13%
 Antiquing	14%	12%

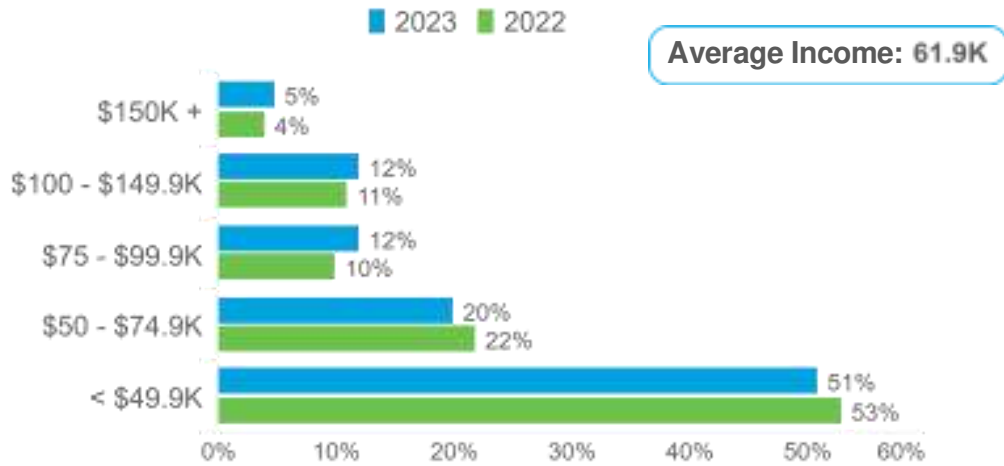
Dining Types on Trip

	West Virginia	U.S. Norm
 Fast food	45%	39%
 Casual dining	40%	43%
 Unique/local food	21%	20%
 Carry-out/food delivery service	12%	12%
 Picnicking	11%	9%
 Fine/upscale dining	9%	10%

Demographic Profile of Day West Virginia Visitors

Base: 2023 Day Person-Trips

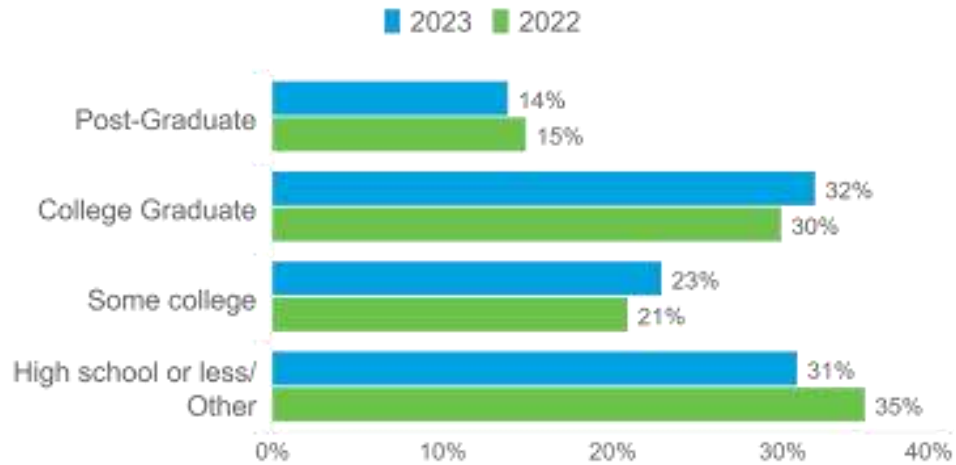
Household Income



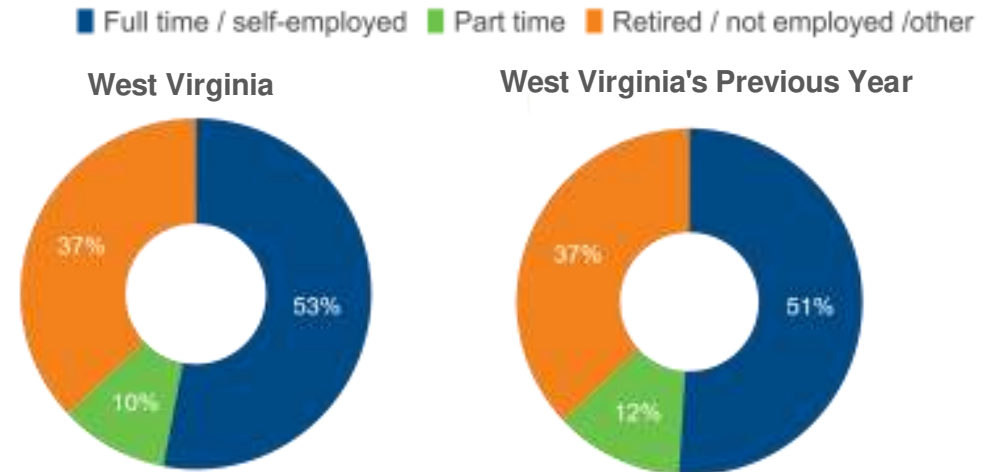
Age



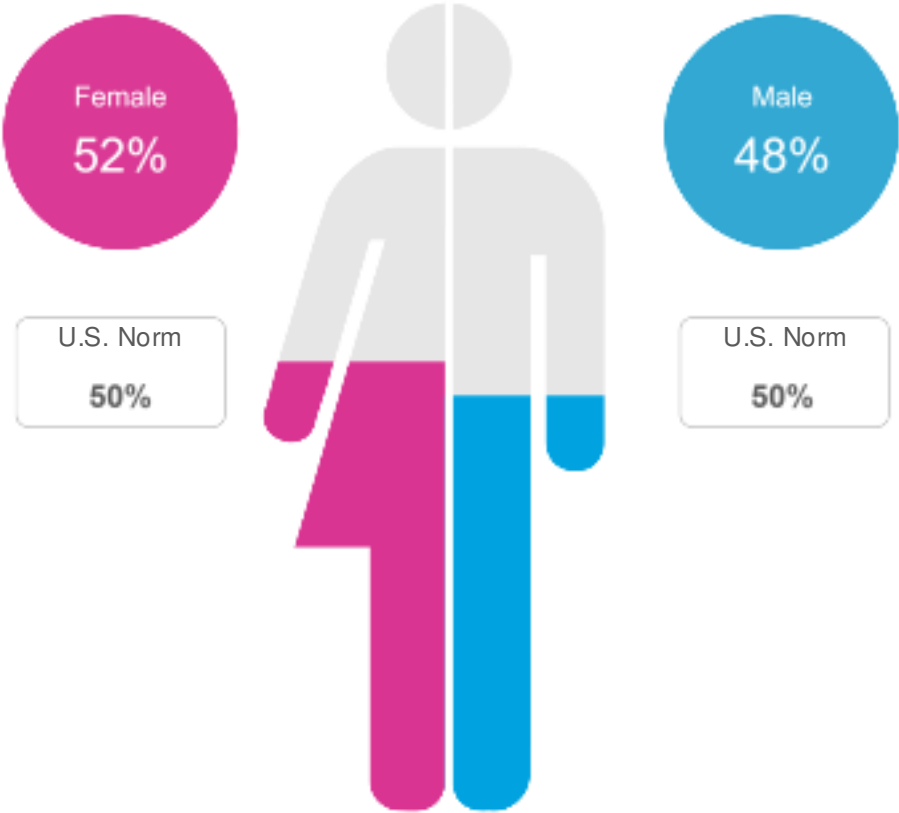
Educational Attainment



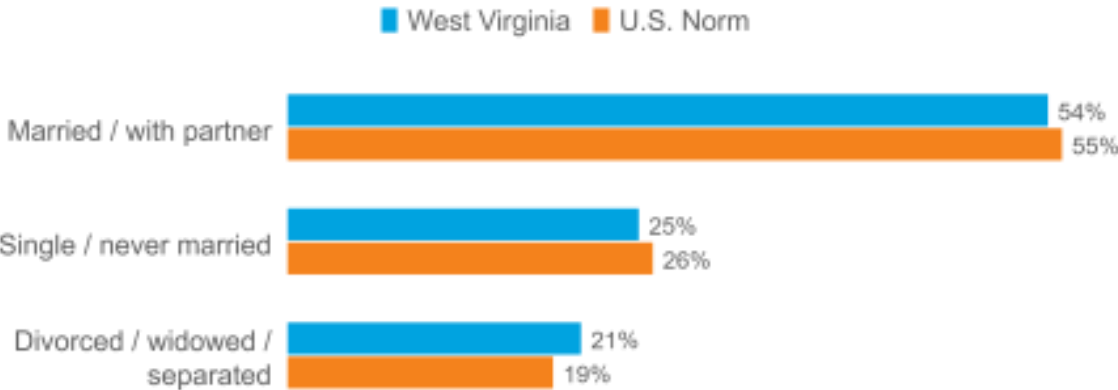
Employment



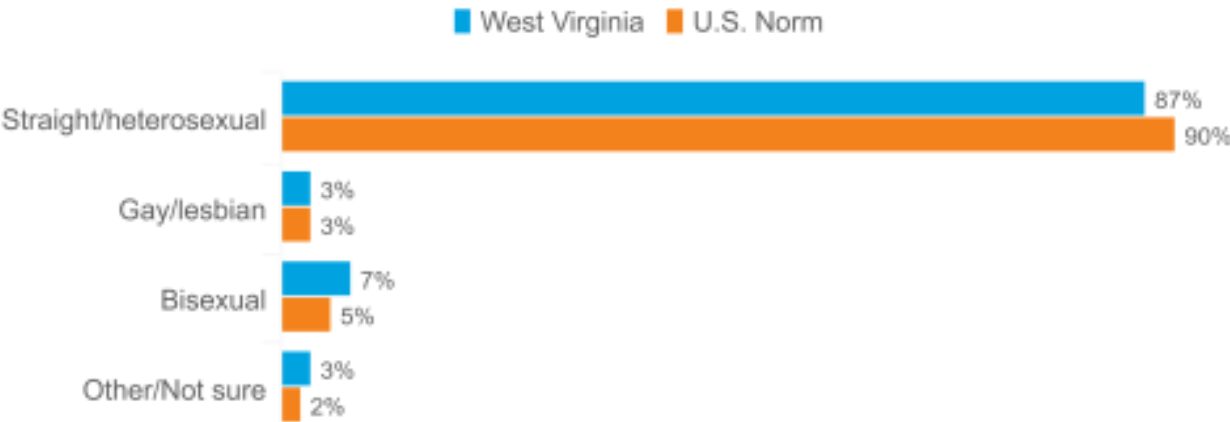
Gender



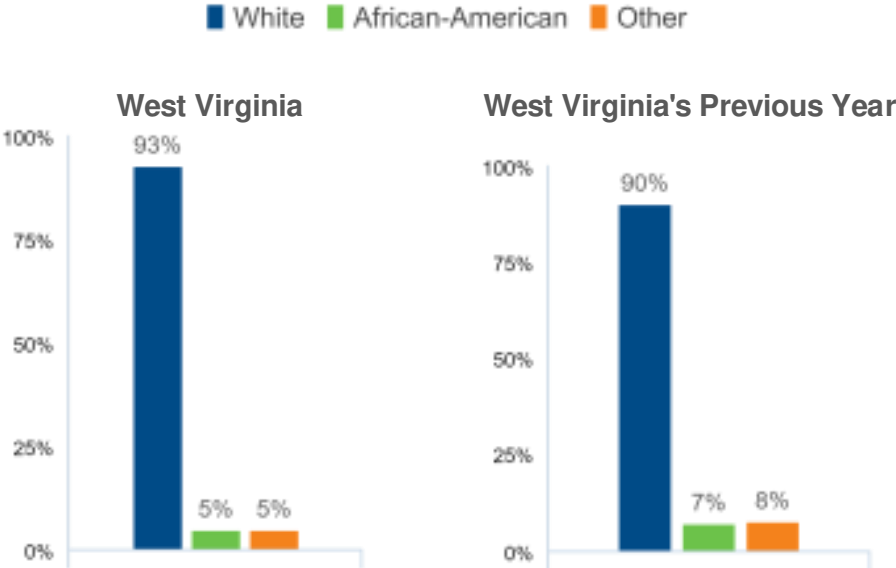
Marital Status



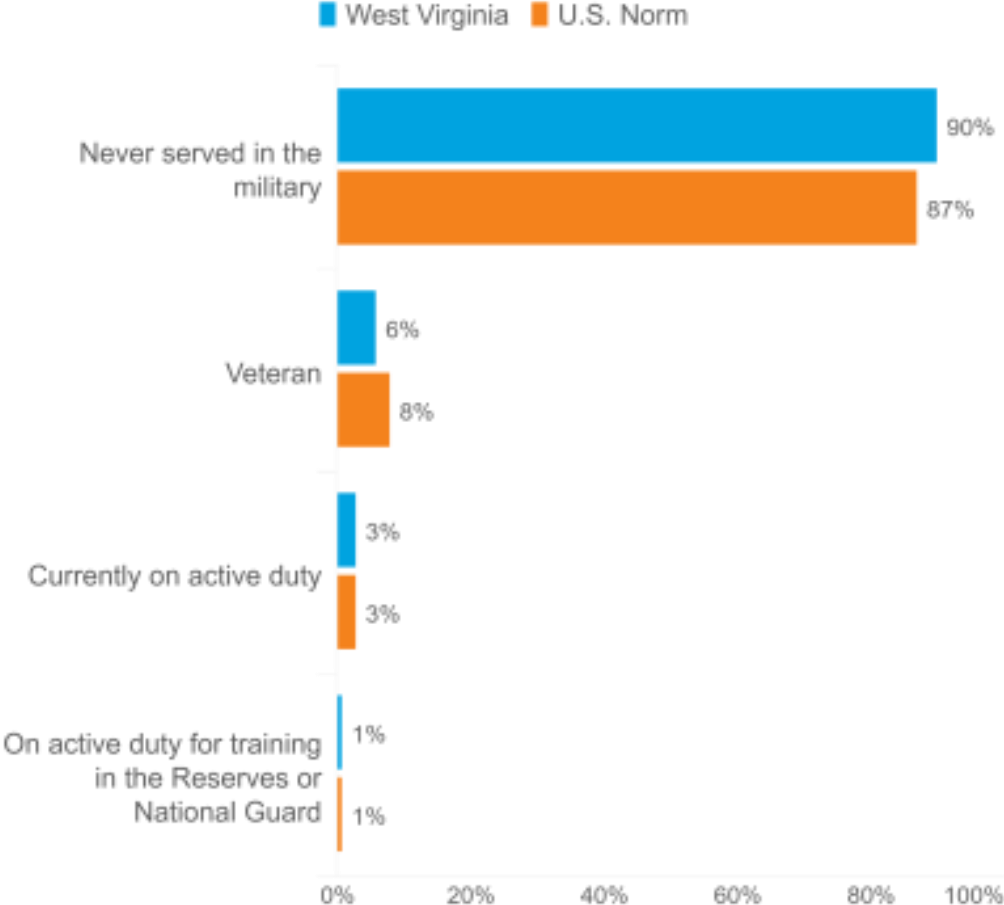
Sexual Orientation



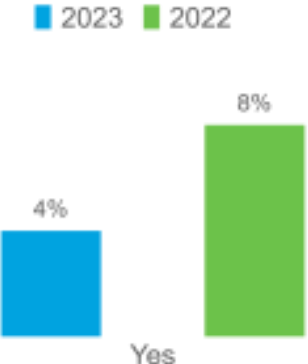
Race



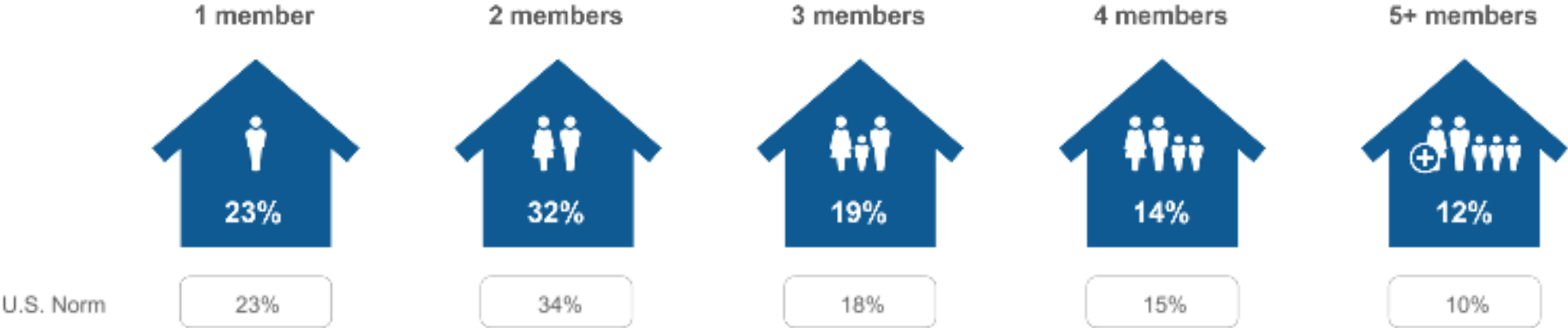
Military Status



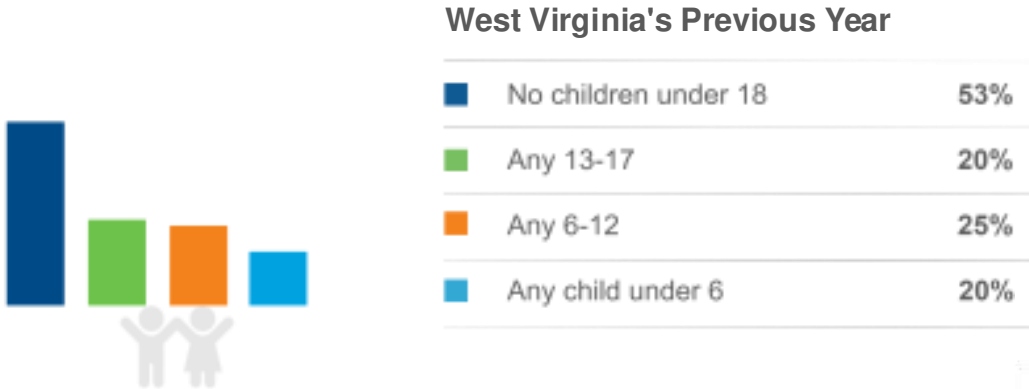
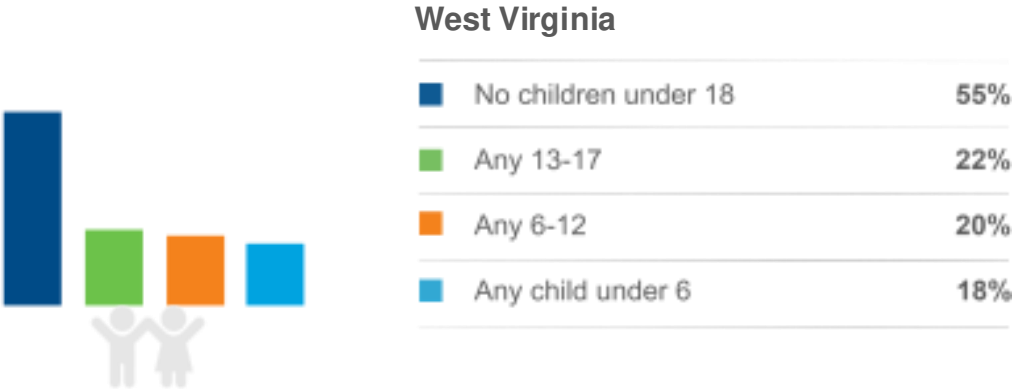
Hispanic Background



Household Size



Children in Household



C  M P A S S

Longwoods
INTERNATIONAL