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Travel USA®

virginia beach
LIVE THE LIFE



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Travel USA®

Overnight Visitation Year-Over-Year Profile Report

2025





Travel USA® Overview

Methodology

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.

Each quarter, Longwoods International invites a random, projectable sample of adult members (age 18+) from a major U.S. consumer panel to participate in the Travel USA® survey. Respondents are selected to ensure representativeness of the U.S. adult population.

For analysis, data were weighted on key demographic variables to adjust for any differences between the sample and U.S. population targets derived from the 2020 Census.

Virginia Beach's base size for overnight trips in 2025:

786

This study yields a margin of error of ±3% at a 95% confidence level. Year-over-year (YOY) and U.S. Norm comparisons are considered statistically significant only when results meet or exceed this threshold.

See Reference Guide for additional information on weighted base calculation.

Pre-Trip

Traveler Profiles & Origins



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State of Origin

Top Traveler States for Virginia Beach

	2025	2024
Virginia	35%	26%
North Carolina	9%	9%
Pennsylvania	7%	8%
New York	6%	8%
Maryland	6%	5%



DMA of Origin

Top Traveler Markets for Virginia Beach

	2025	2024
Norfolk-Portsmth-Newpt News, VA/NC	12%	10%
Washington, DC	11%	9%
Richmond-Petersburg-Charlottesville,VA	9%	7%
New York, NY	8%	10%
Roanoke-Lynchburg, VA	5%	3%

DMA of Origin is determined using the zip code entered by the respondent.

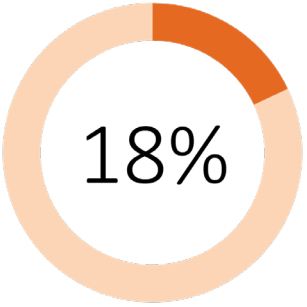
Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel Parties

21%

US Norm 24%



Travel Parties with Pets



US Norm 17%

Travel Parties with Children

43%

US Norm 35%

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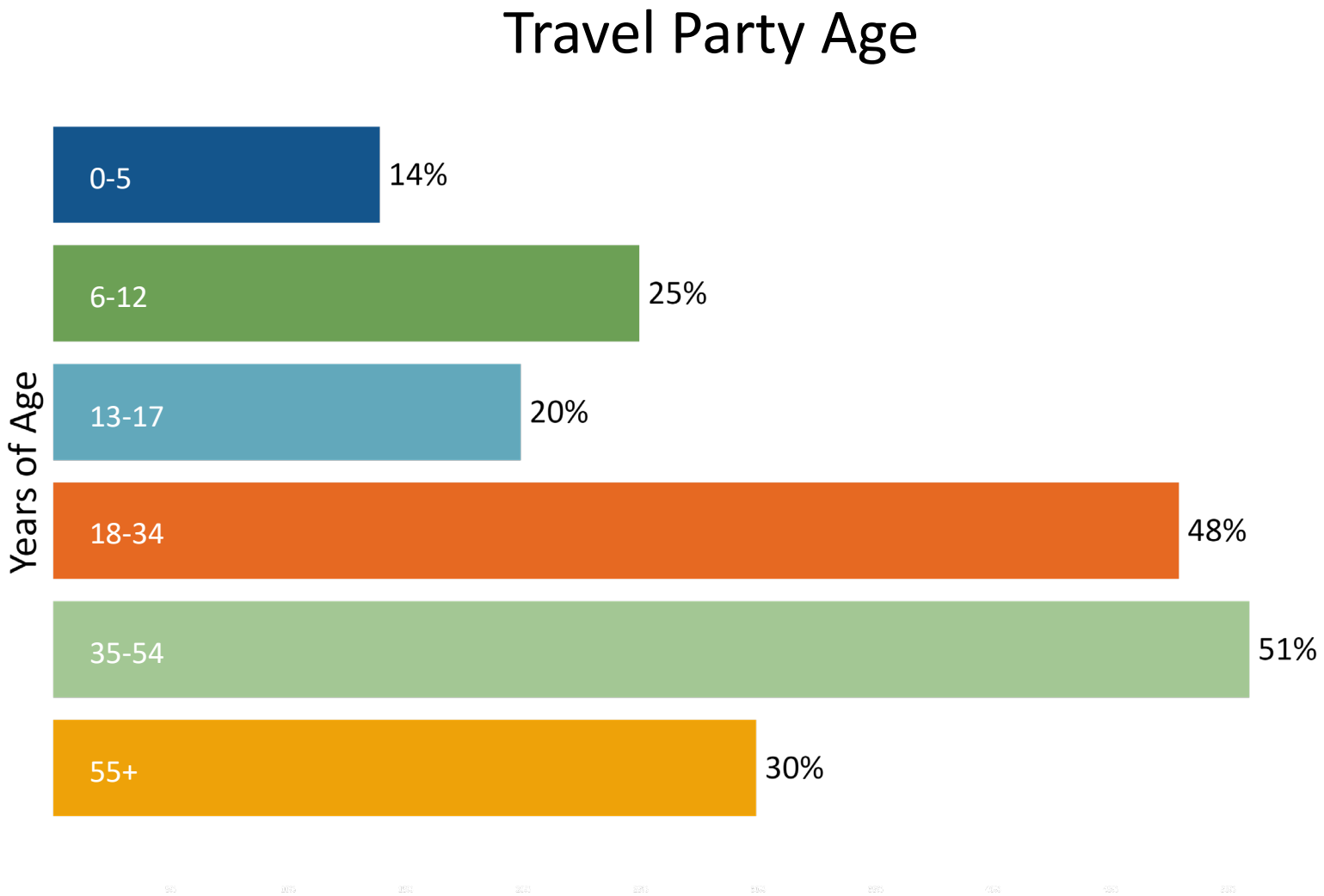
Travel Party Composition

Travel Party Size & Age

Average Travel Party Size

3.0





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Travelers with Travel-Limiting Disabilities

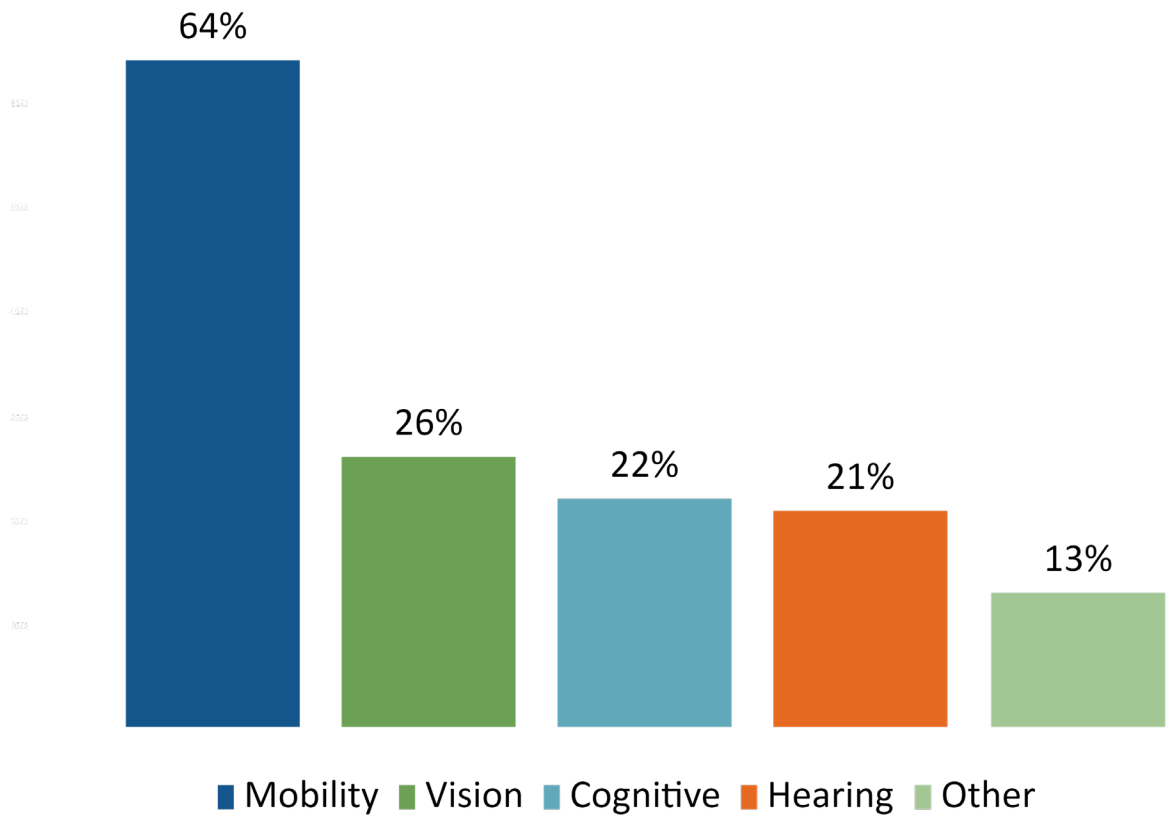
Disability Categorizations

Travel Parties with an Individual Who Required Accessibility Services

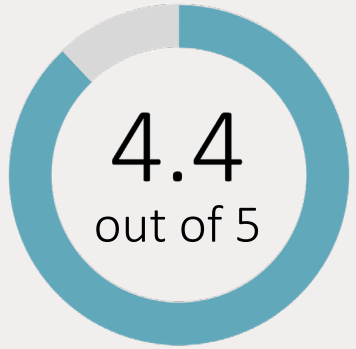
19%

US Norm 16%

-1.0% YOY



Ease of Accessibility



Last year 4.1%

Average Satisfaction Rating

See Reference Guide for disability definitions.

Pre-Trip

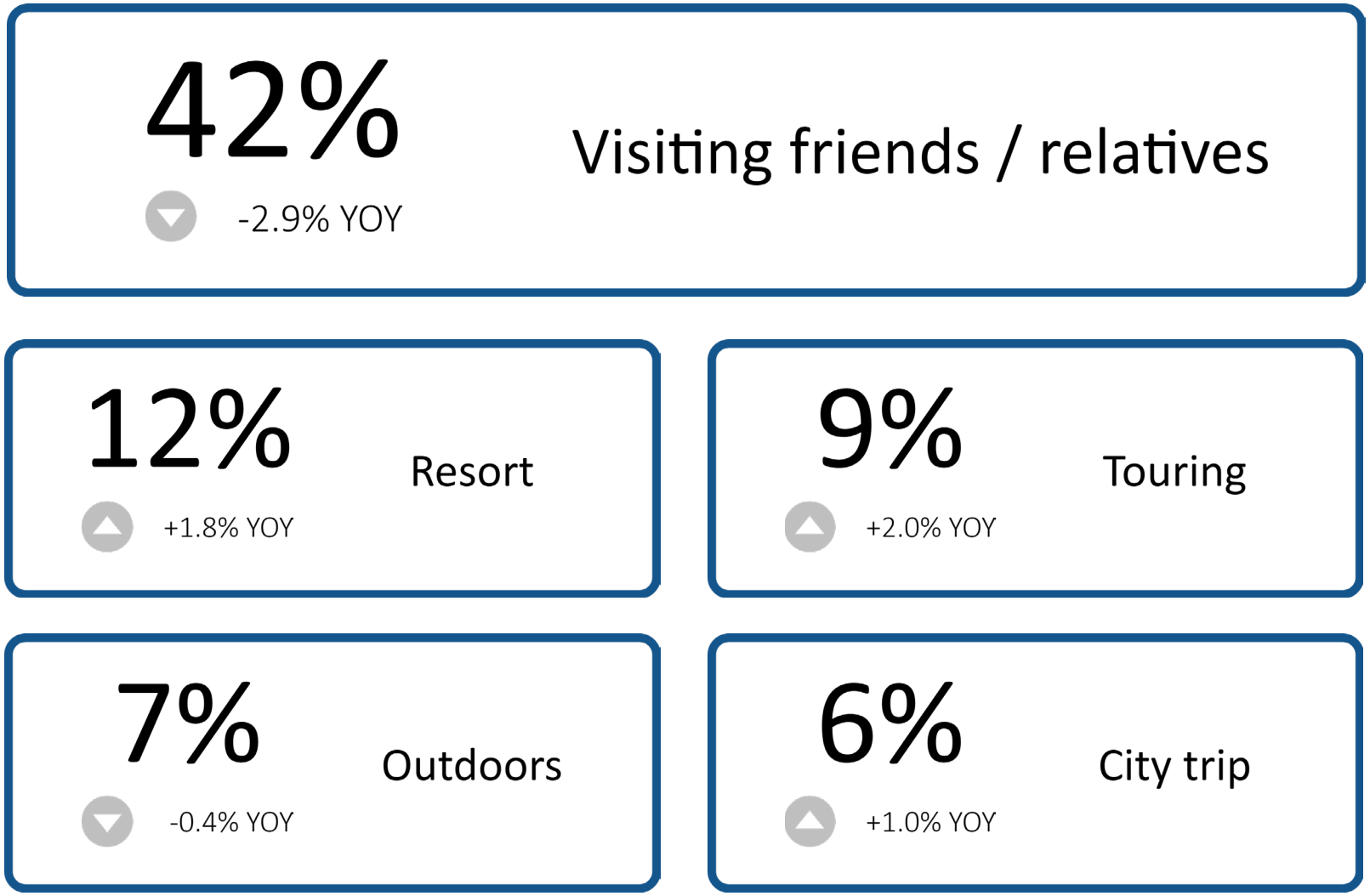
Traveler Motivators & Segmentation



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Main Purpose of Trip

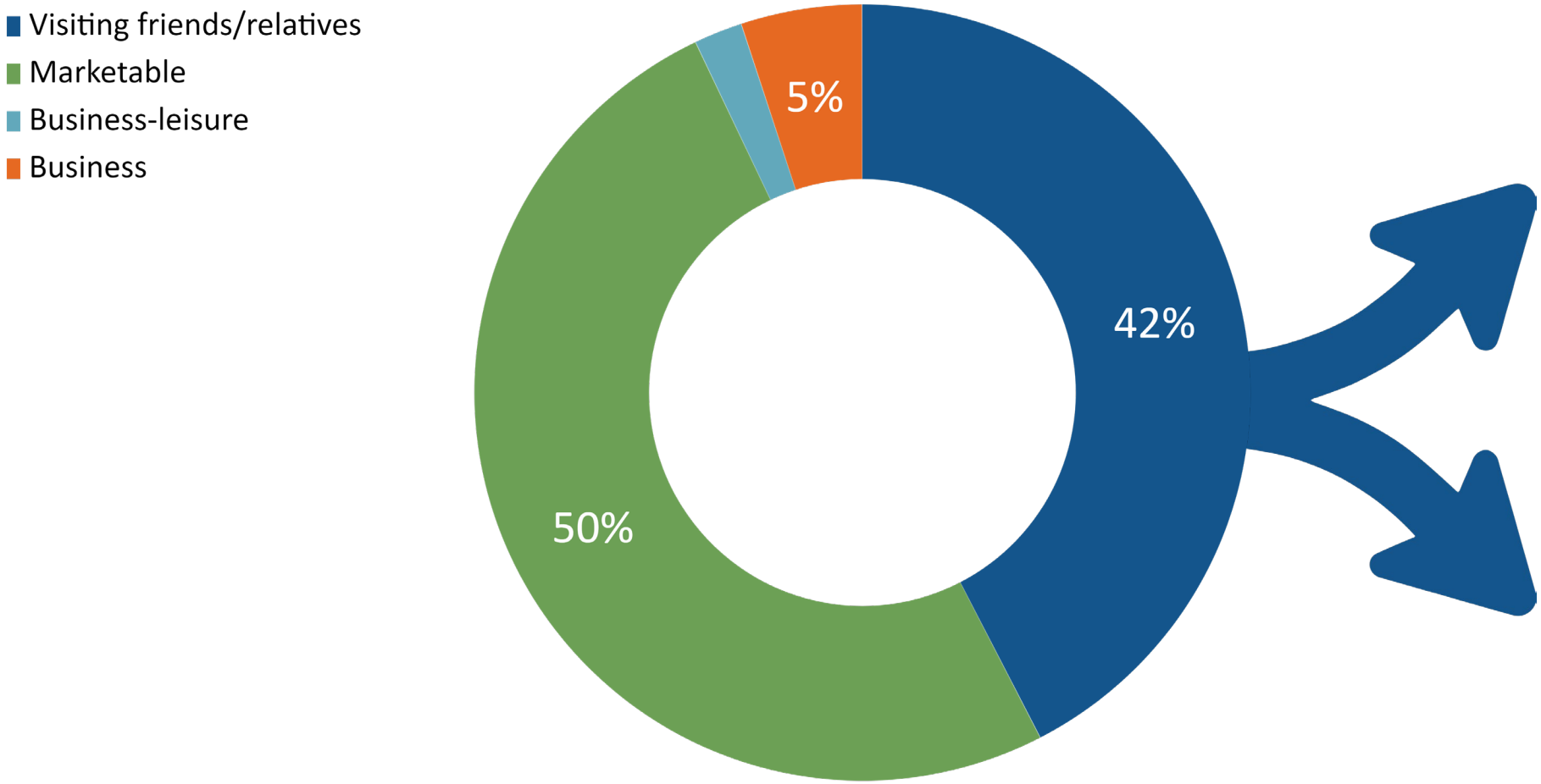
Each respondent selects **one** primary motivator for their trip



See Reference Guide for a full list of main purpose of trip categories & definitions.

Market Segmentation

A Macro View of Travelers' Main Purpose of Trip



92%

Visited Friends/Relatives Who Live in Virginia Beach

US Norm: 90%/10%

8%

Met Friends/Relatives in Virginia Beach Who Live Elsewhere

See Reference Guide for market segment definitions.

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Top Traveler Personas

Each respondent selects **one** persona that most closely describes their travel style

26%	Budget friendly traveler: prioritizing affordability and value for money
18%	Family traveler: prioritizing activities and accommodations suitable for children
11%	Outdoor & adventure seeker: drawn to outdoor activities and thrill-seeking
9%	Luxury traveler: seeking high-end experiences and personalized services
8%	Food & wine traveler: seeking unique or local foods, food & wine tours
8%	Culture/heritage/history seeker: seeking local cultures, historical sites, and engaging with local traditions

See Reference Guide for a full list of traveler personas.

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Pre-Trip

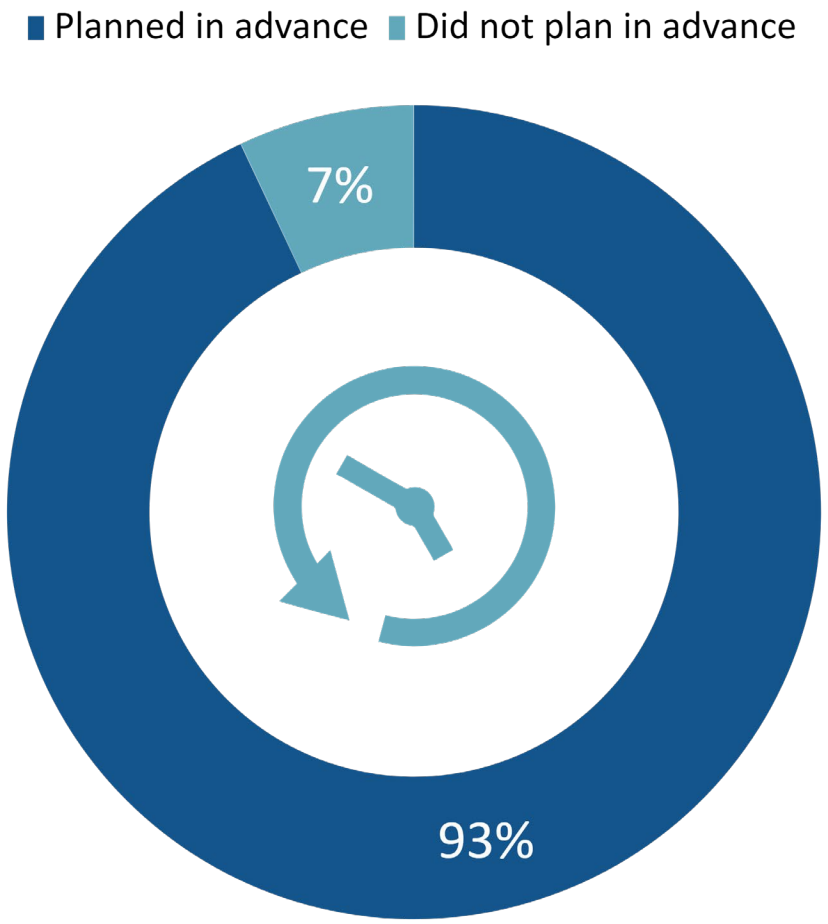
Travel Planning



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Duration of Travel Planning

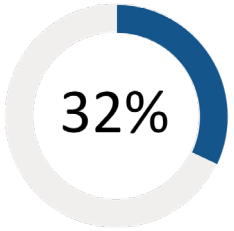
When Travelers Began Research for Their Trip



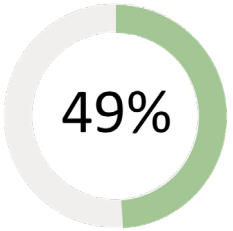
Did not plan anything in advance	7% -3.9% YOY
2 months or less	46% -4.1% YOY
3-5 months	26% +4.2% YOY
6 months or more	22% +3.8% YOY

Sources of Trip Planning

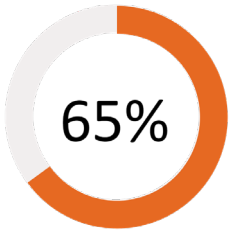
Share of Travelers Who Used Each Media Type for Trip Planning



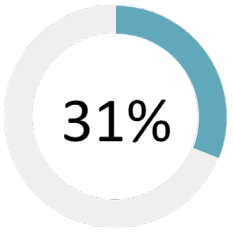
Print



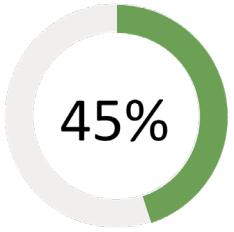
In-Person



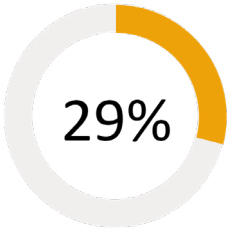
Online/Digital



TV/Video



Social Media

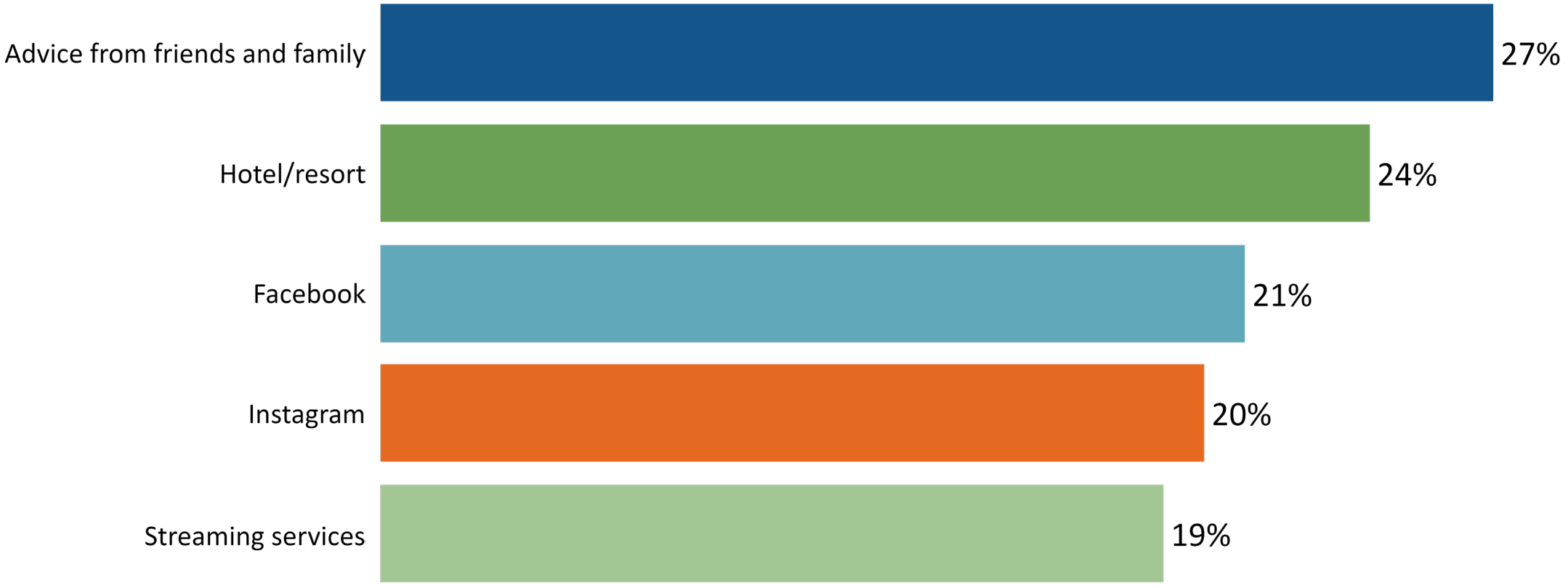


Radio/Audio

See Reference Guide for a full breakdown of media type categories.

Sources of Trip Planning

Top Information Sources Travelers Used for Trip Planning



See Reference Guide for a full list of information sources.

During Trip

Trip Structure



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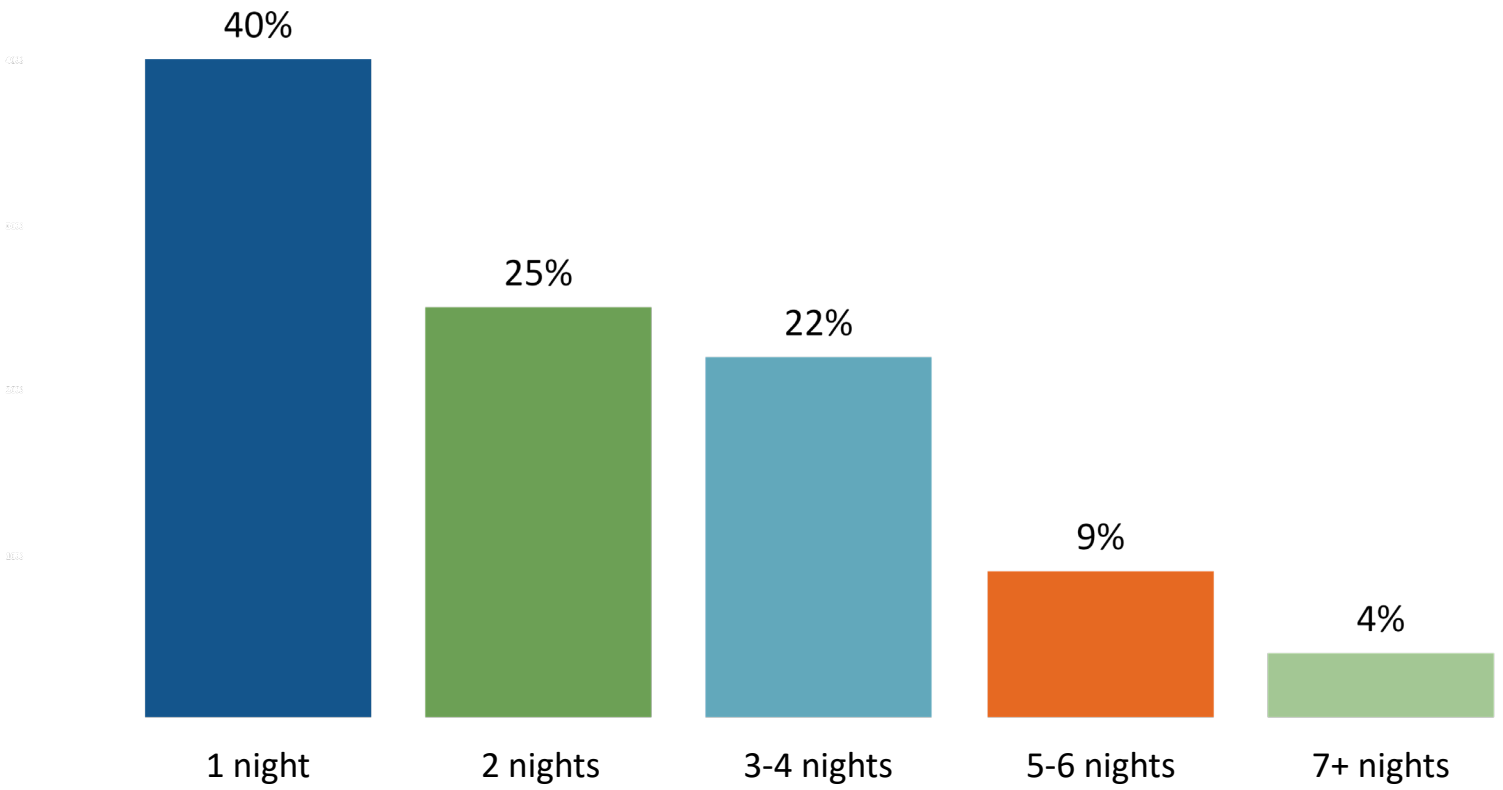
Trip Structure

Nights Spent in Virginia Beach

Average Number of Nights

2.5

Previous Year: 2.6



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Trip Structure

Share of Total Trip Spent in Virginia Beach

Average Number of Nights Spent in Virginia Beach

2.5

3.8

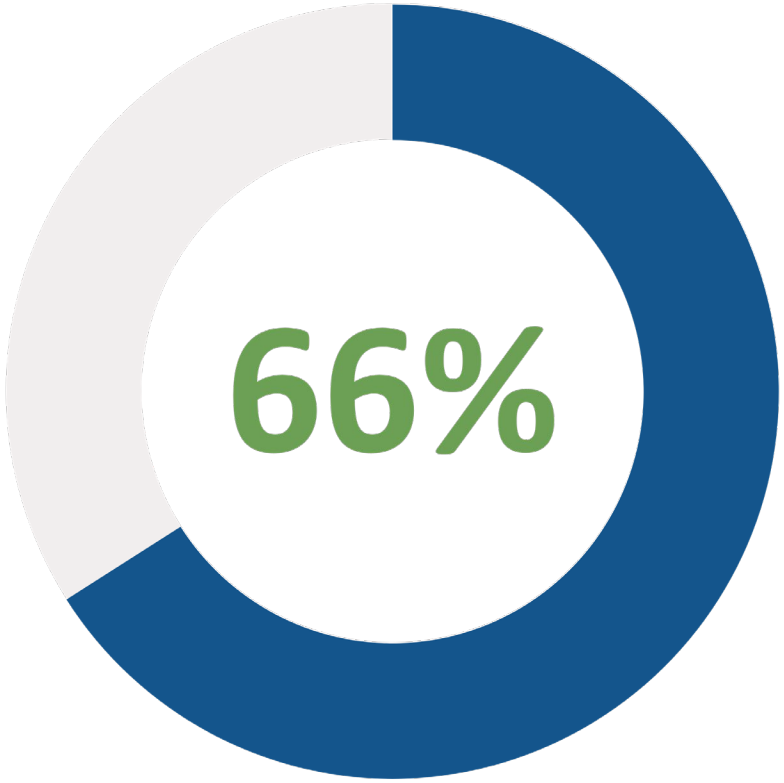
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Average Number of Total Trip Nights

US Norm 3.7%

Accounts for trip nights that Virginia Beach travelers spent in other destinations.

Share of Total Trip Spent in Virginia Beach



A higher percentage identifies the destination as the primary focus of travelers' itinerary.

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During Trip

Transportation & Accommodations

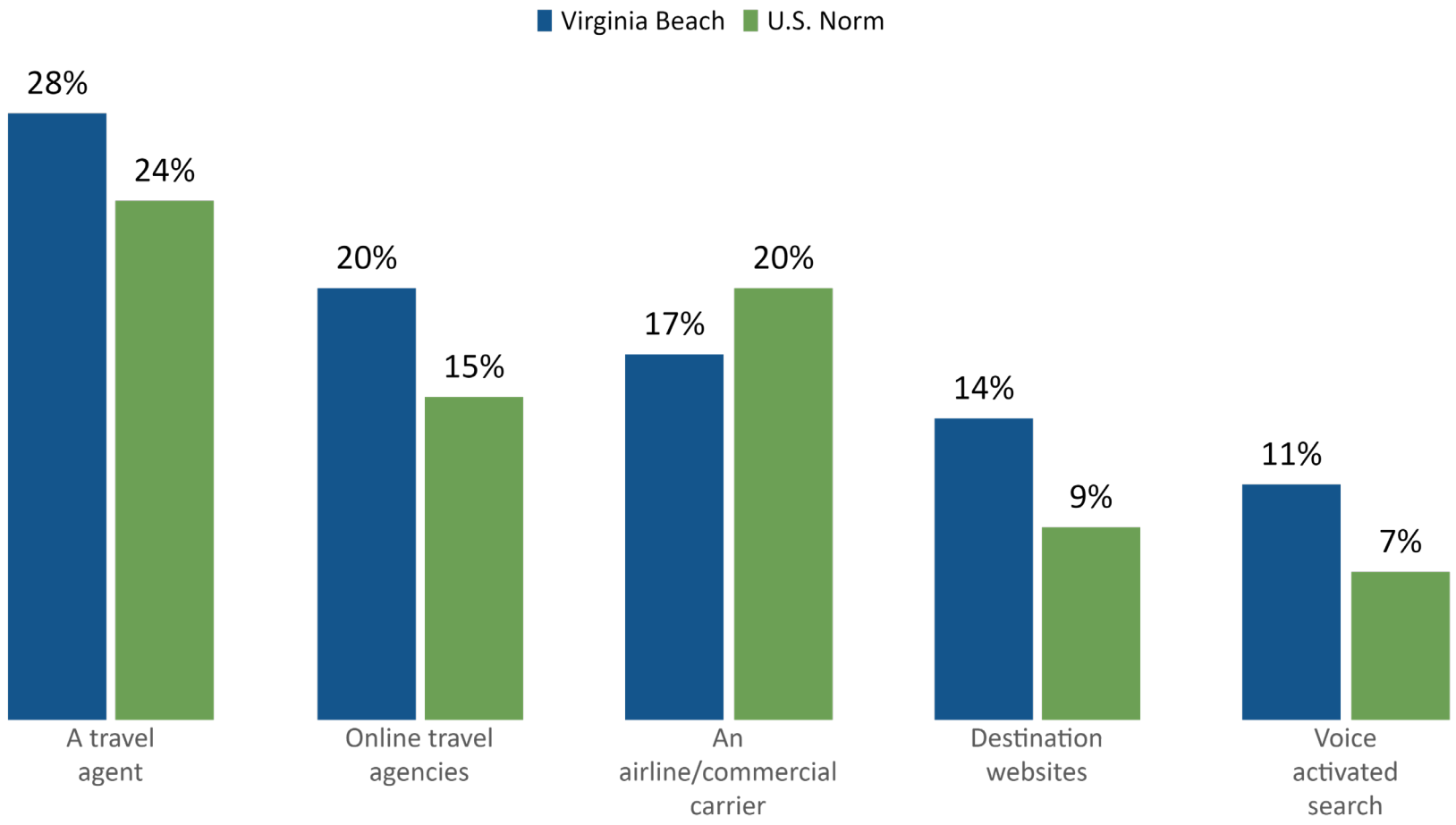


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Booking: Transportation

Top Booking Sources for Transportation

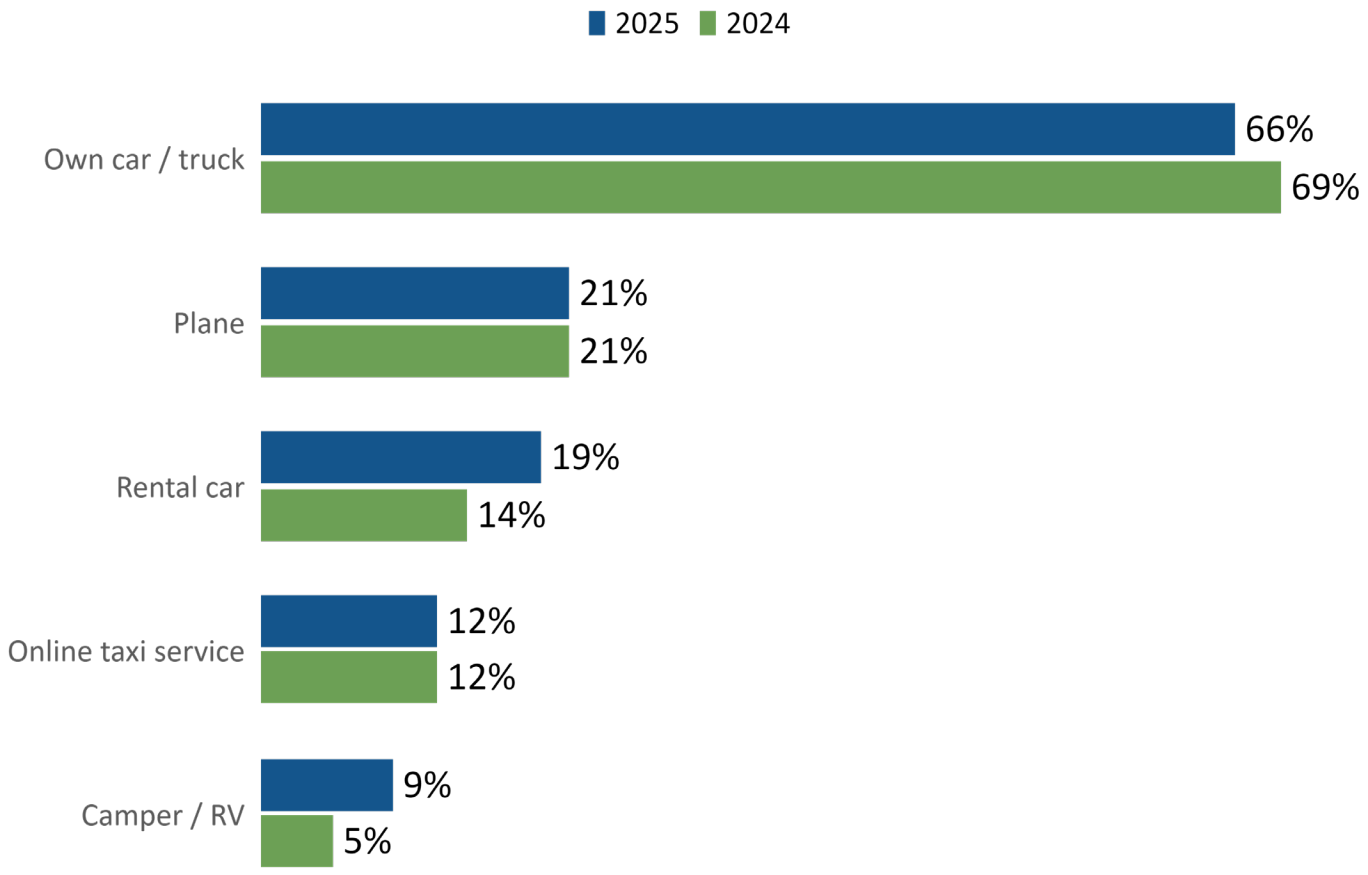




See Reference Guide for a full list of booking sources.

Transportation *to* Destination

Top Modes of Transportation Used by Travelers to Get to Virginia Beach



Vehicle Type

Gasoline/diesel	77%	▼	-4.1% YOY
Hybrid	14%	▲	+1.3% YOY
Electric	13%	▲	+4.8% YOY
Plug-in-hybrid	6%	▲	+1.8% YOY

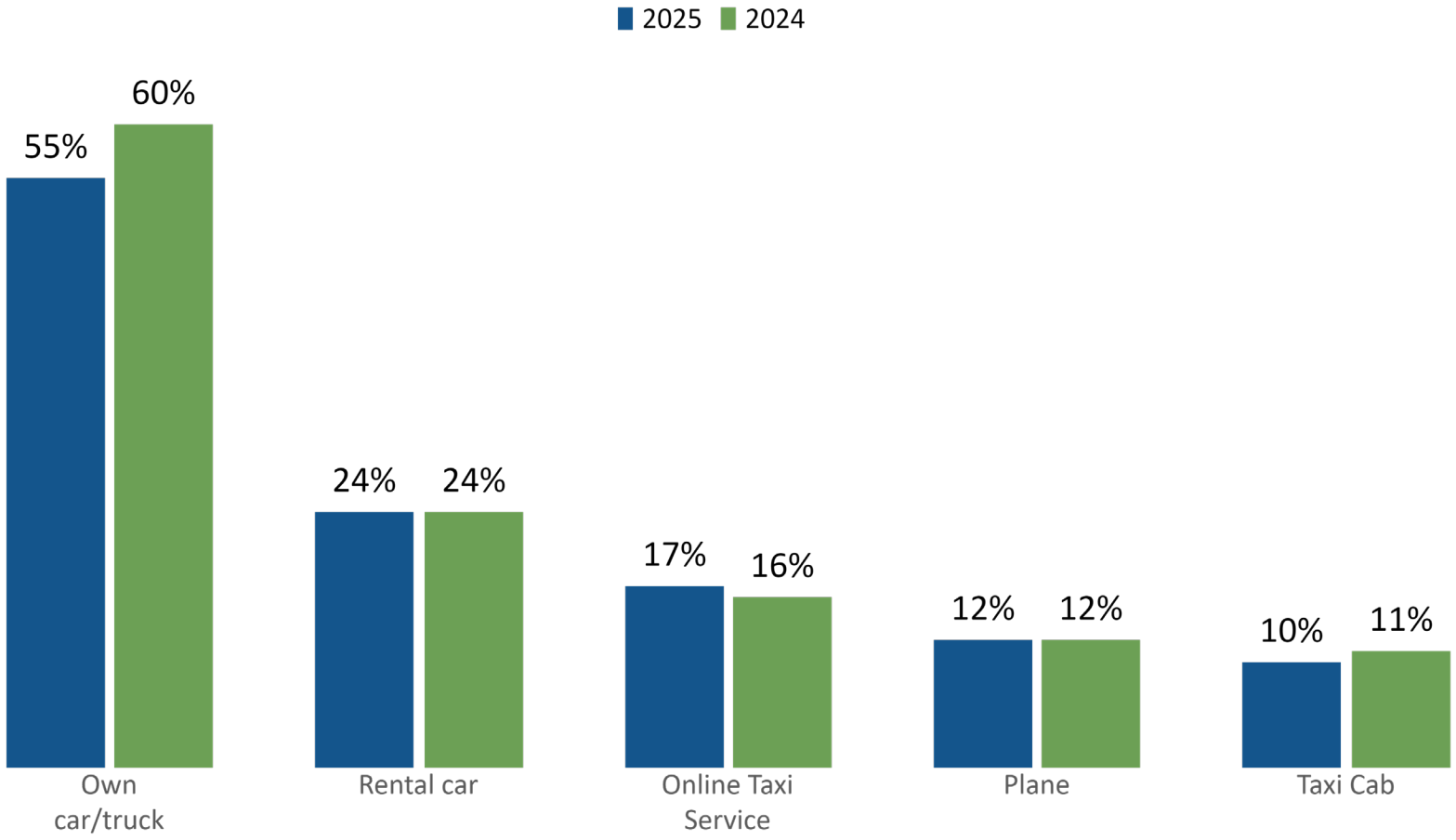
Vehicle type is only asked of travelers who selected 'rental car' or their 'own car/truck' as a mode of transportation to the destination.

See Reference Guide for a full list of transportation modes.

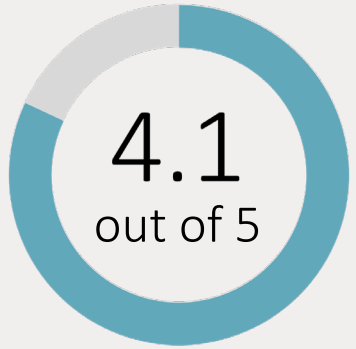
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Transportation *Within* Destination

Top Modes of Transportation Used by Travelers in Virginia Beach



Public Transportation



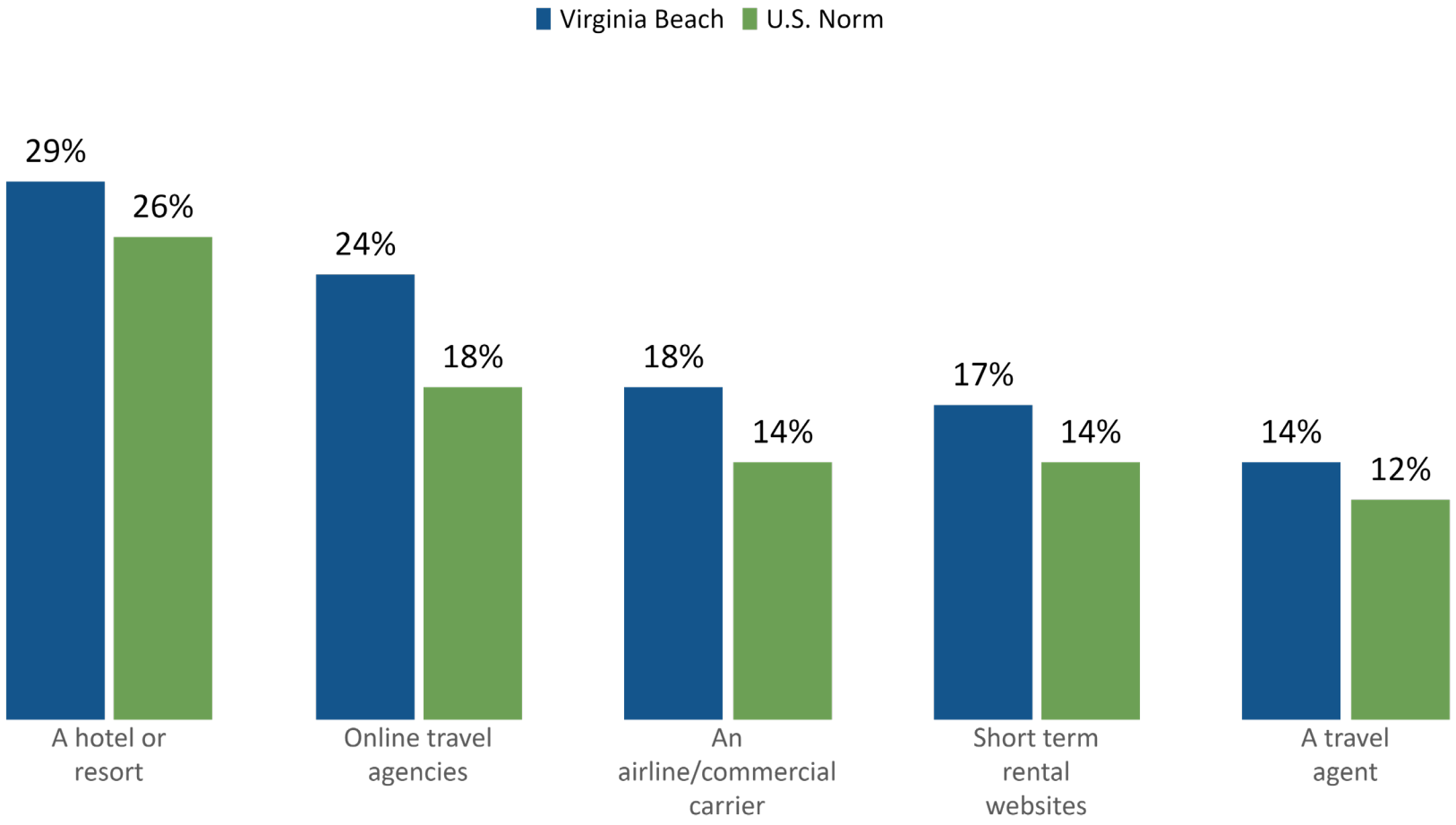
Average Satisfaction Rating

See Reference Guide for a full list of transportation modes.

Booking: Accommodations

Top Booking Sources for Accommodations

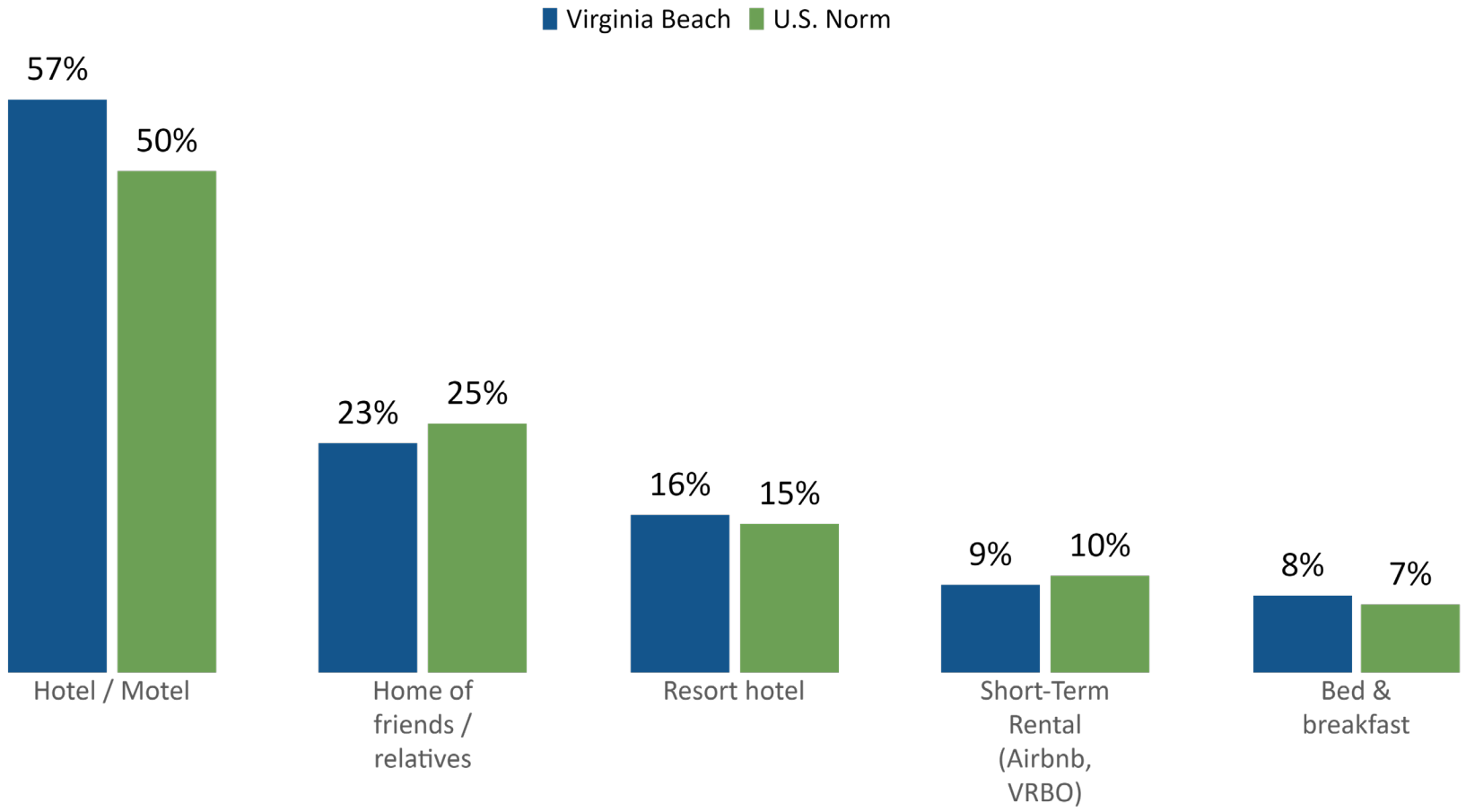




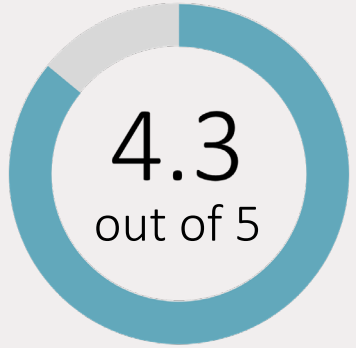
See Reference Guide for a full list of booking sources.

Accommodations

Top Accommodation Types for Virginia Beach Travelers



Quality of Accommodations



Average Satisfaction Rating

See Reference Guide for a full list of accommodation types.

During Trip

Destination Activities

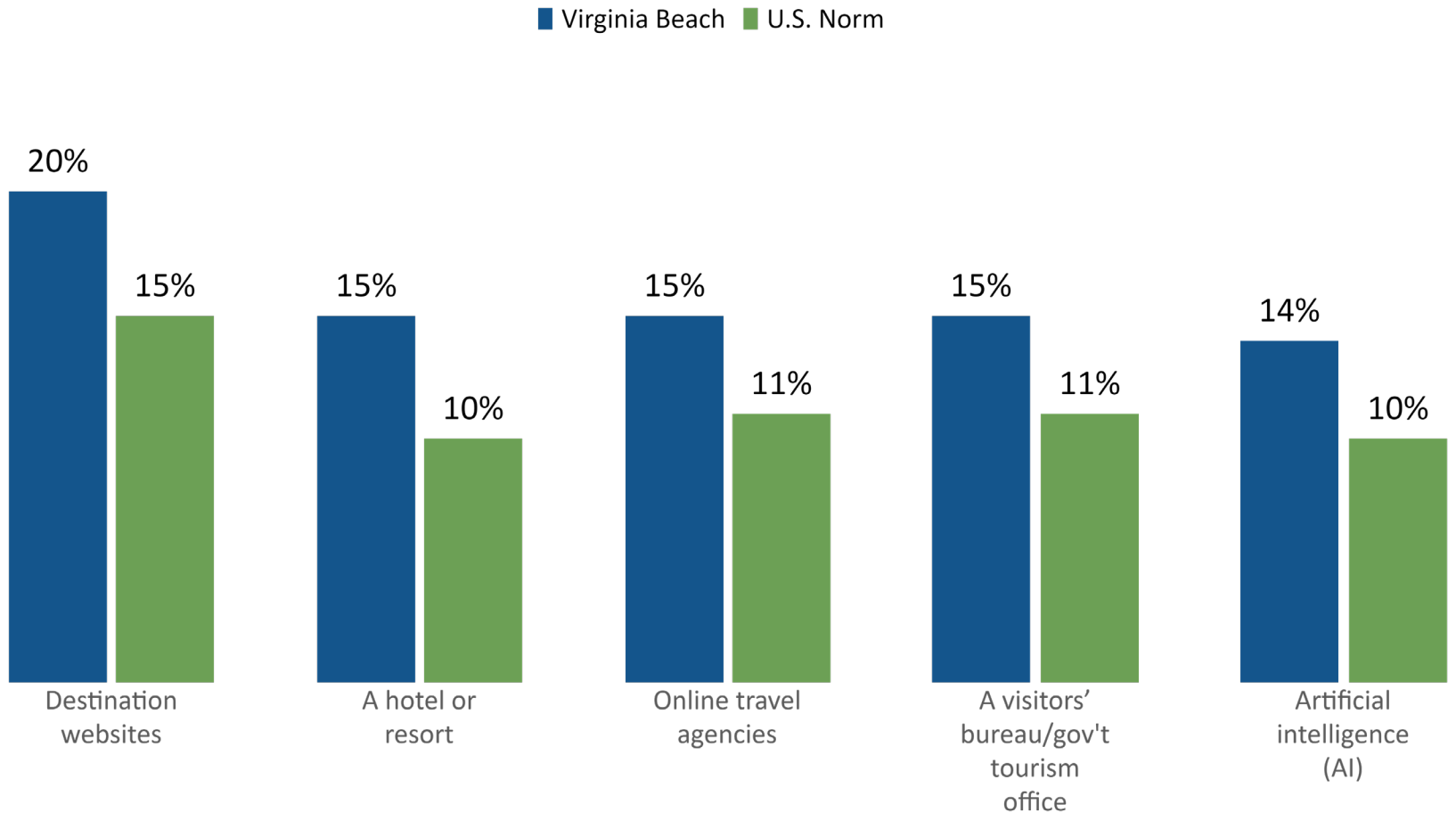


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Booking: Activities

Top Booking Sources for Activities





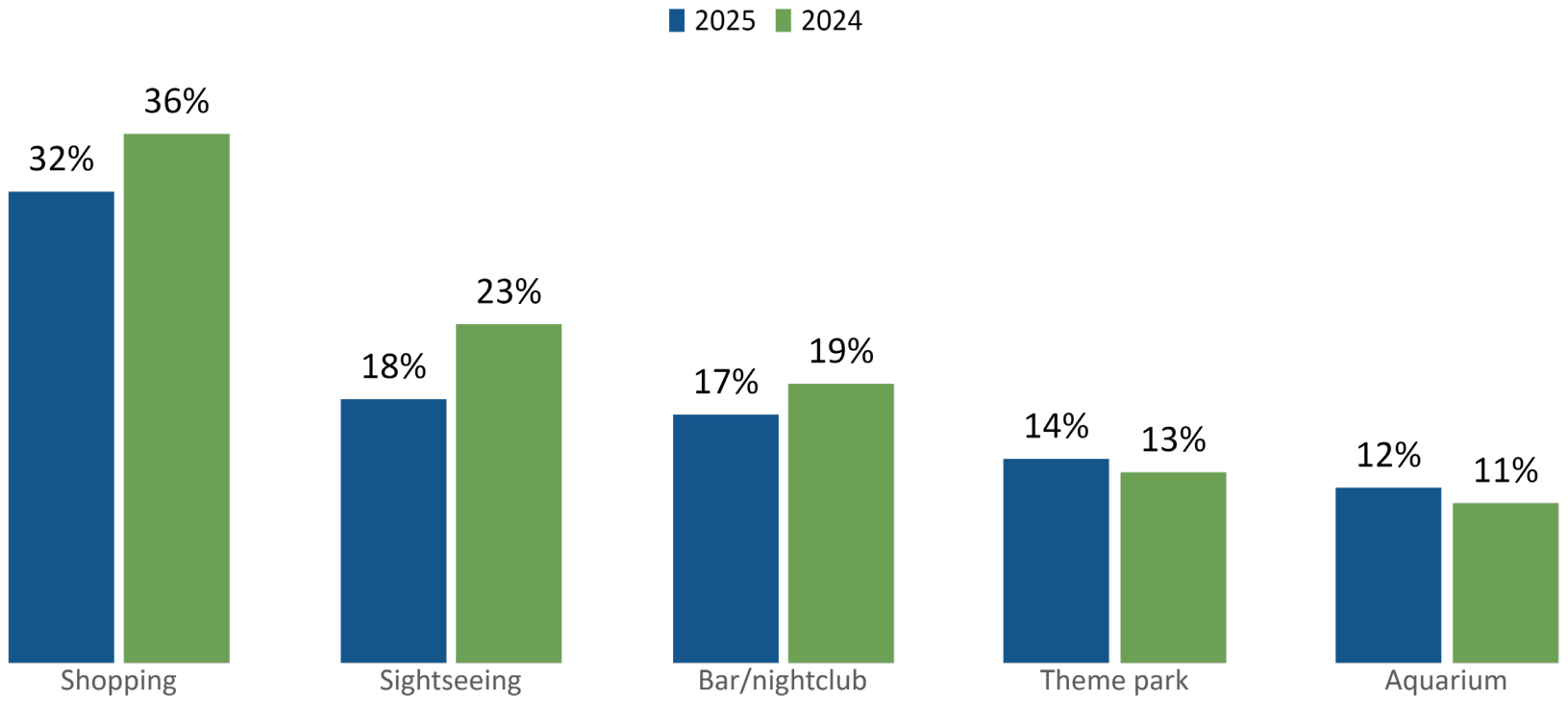
Entertainment Activities

Top Entertainment Activities for Virginia Beach Travelers

67%

Participated in Entertainment Activities During Their Trip

Previous Year: 68%





See Reference Guide for a full breakdown of activity categories.

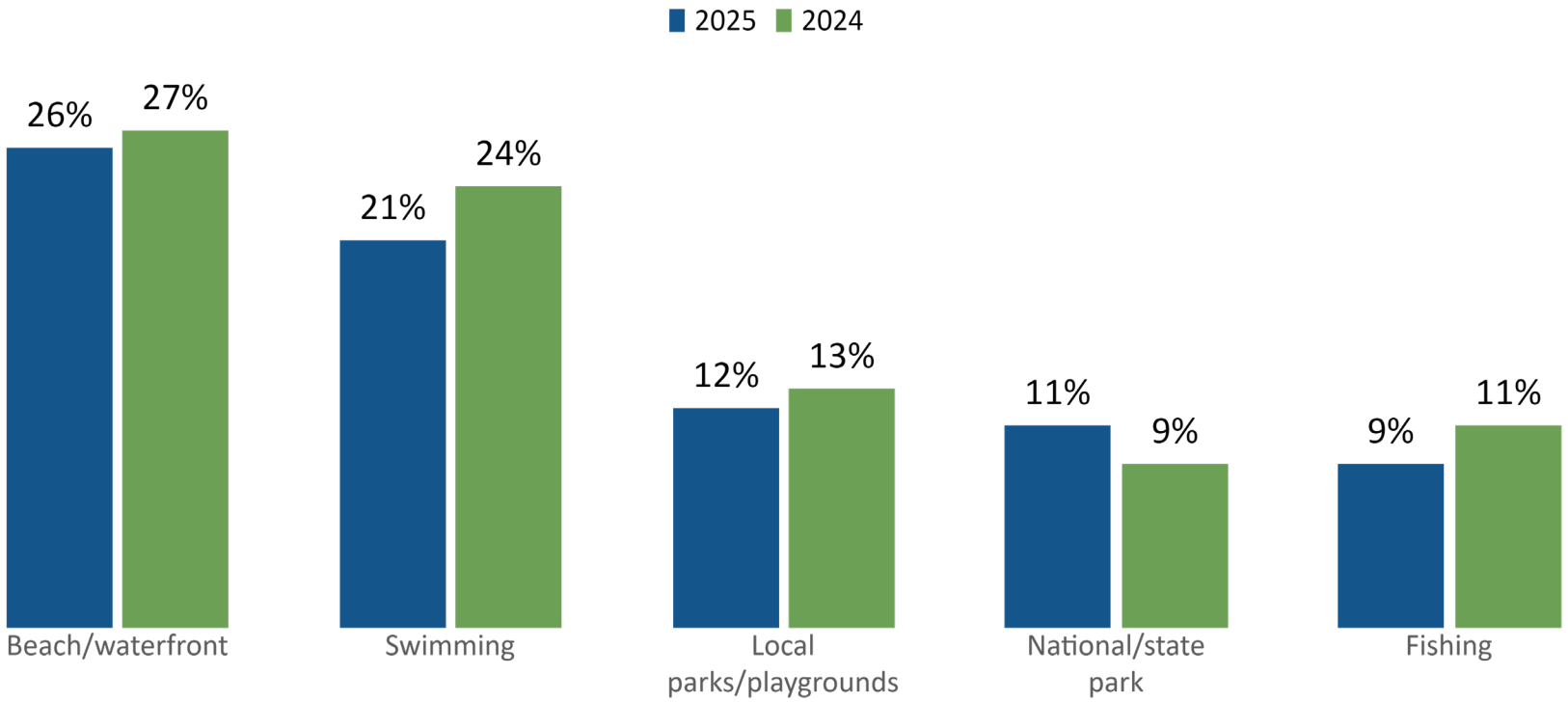
Recreational Activities

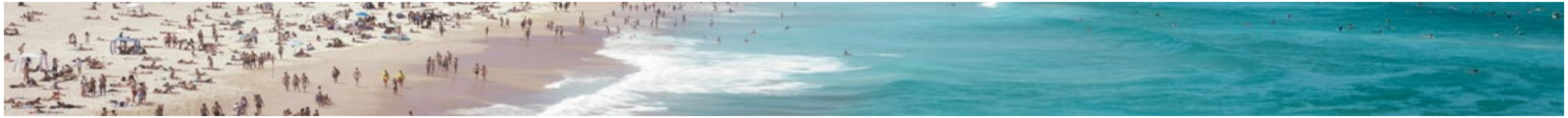
Top Recreational Activities for Virginia Beach Travelers

65%

Participated in Recreational Activities During Their Trip

Previous Year: 69%





See Reference Guide for a full breakdown of activity categories.

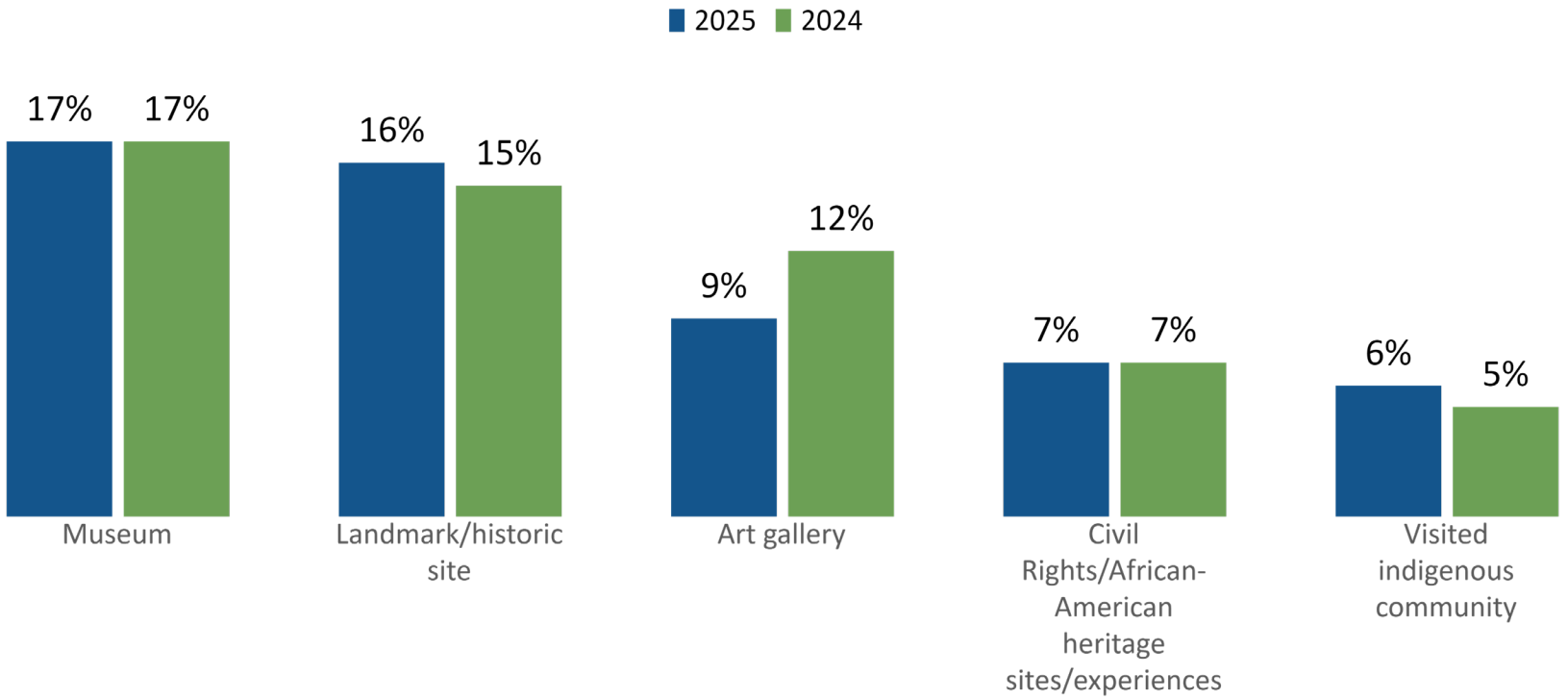
Cultural Activities

Top Cultural Activities for Virginia Beach Travelers

37%

Participated in Cultural Activities During Their Trip

Previous Year: 36%





See Reference Guide for a full breakdown of activity categories.

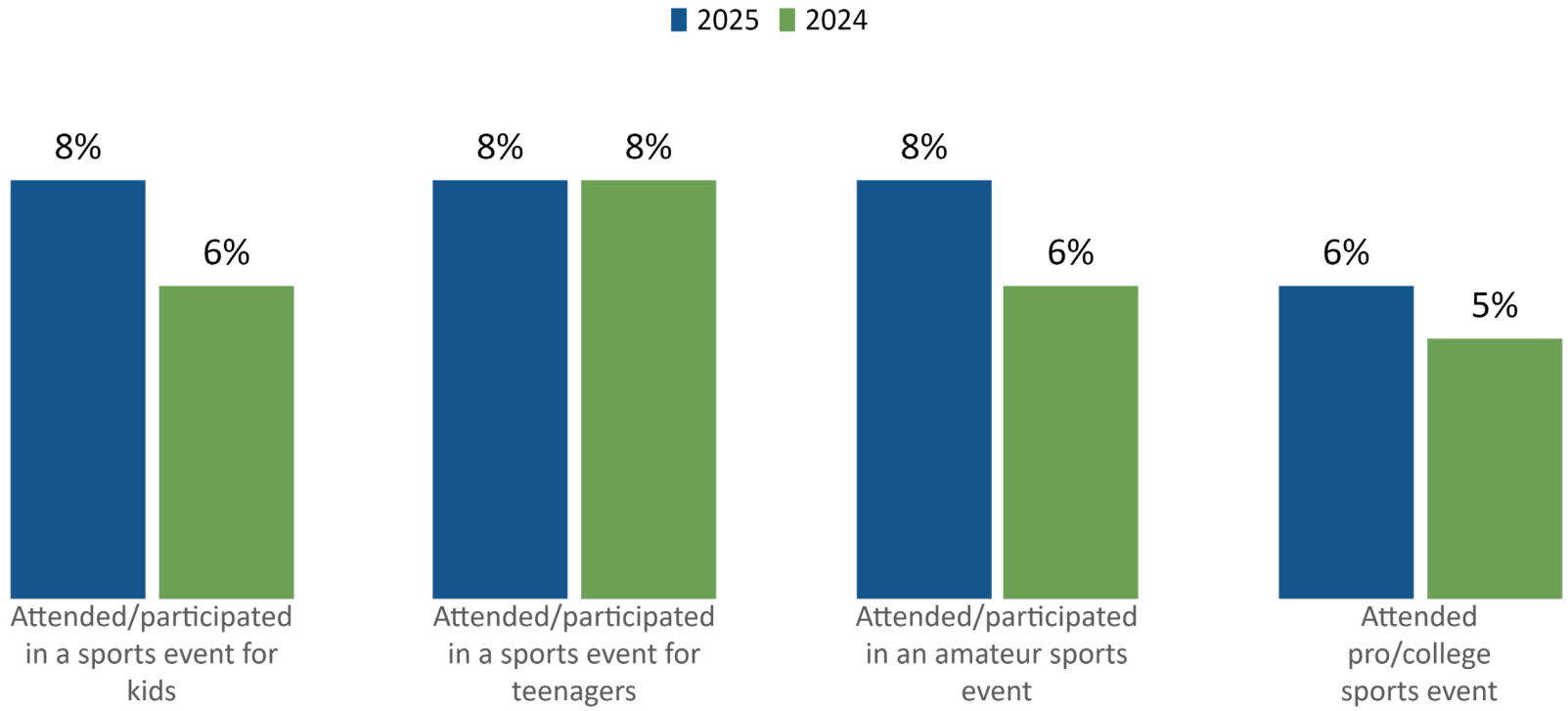
Sporting Events

Top Sporting Events for Virginia Beach Travelers

22%

Participated in Sporting Events During Their Trip

Previous Year: 18%





See Reference Guide for a full breakdown of activity categories.

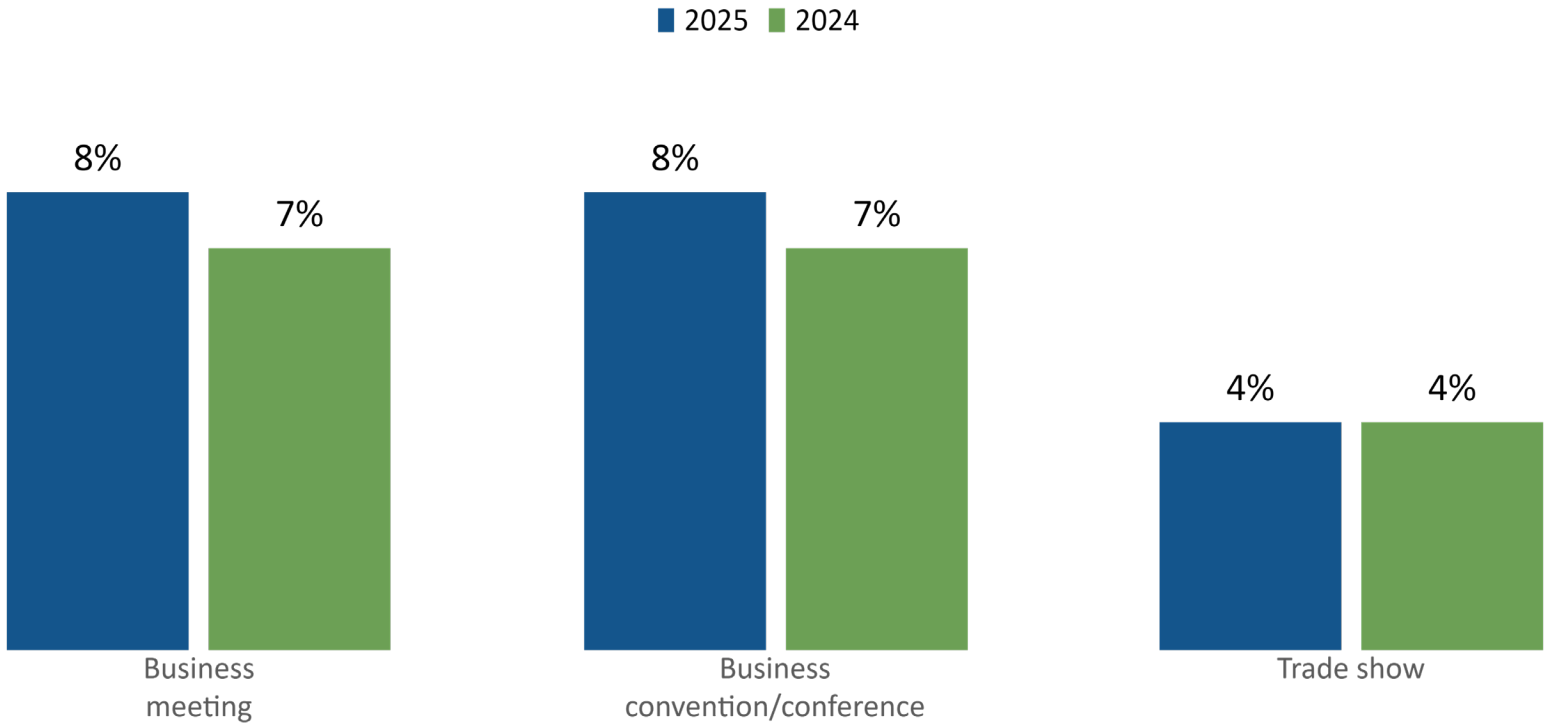
Business Activities

Top Business Activities for Virginia Beach Travelers

16%

Participated in Business Activities During Their Trip

Previous Year: 16%





See Reference Guide for a full breakdown of activity categories.

Other Activities

Top Other Activities for Virginia Beach Travelers

47%

Participated in Other Activities During Their Trip

Previous Year: 32%

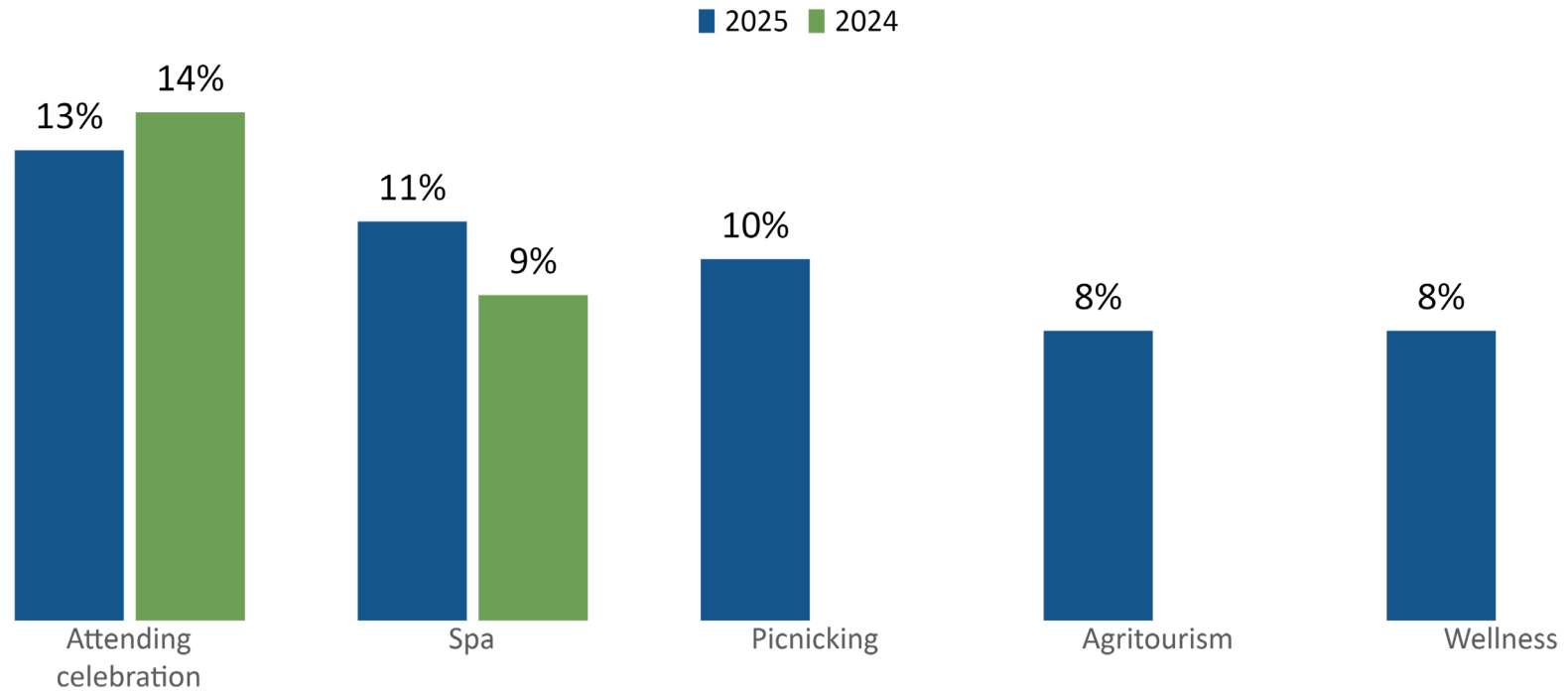


*Chart includes new response option for 2025; 2024 data unavailable

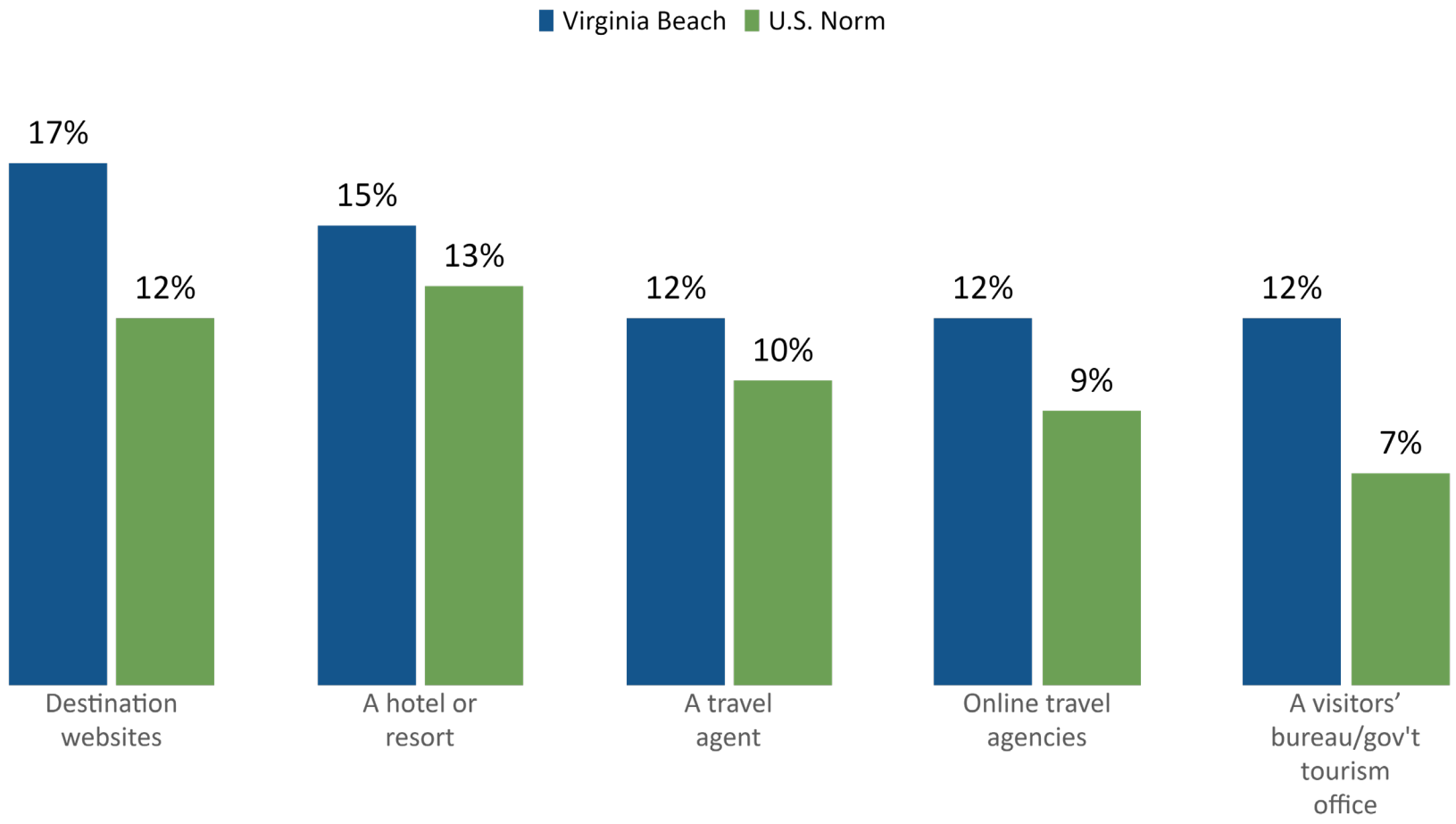


See Reference Guide for a full breakdown of activity categories.

Booking: Dining

Top Booking Sources for Dining

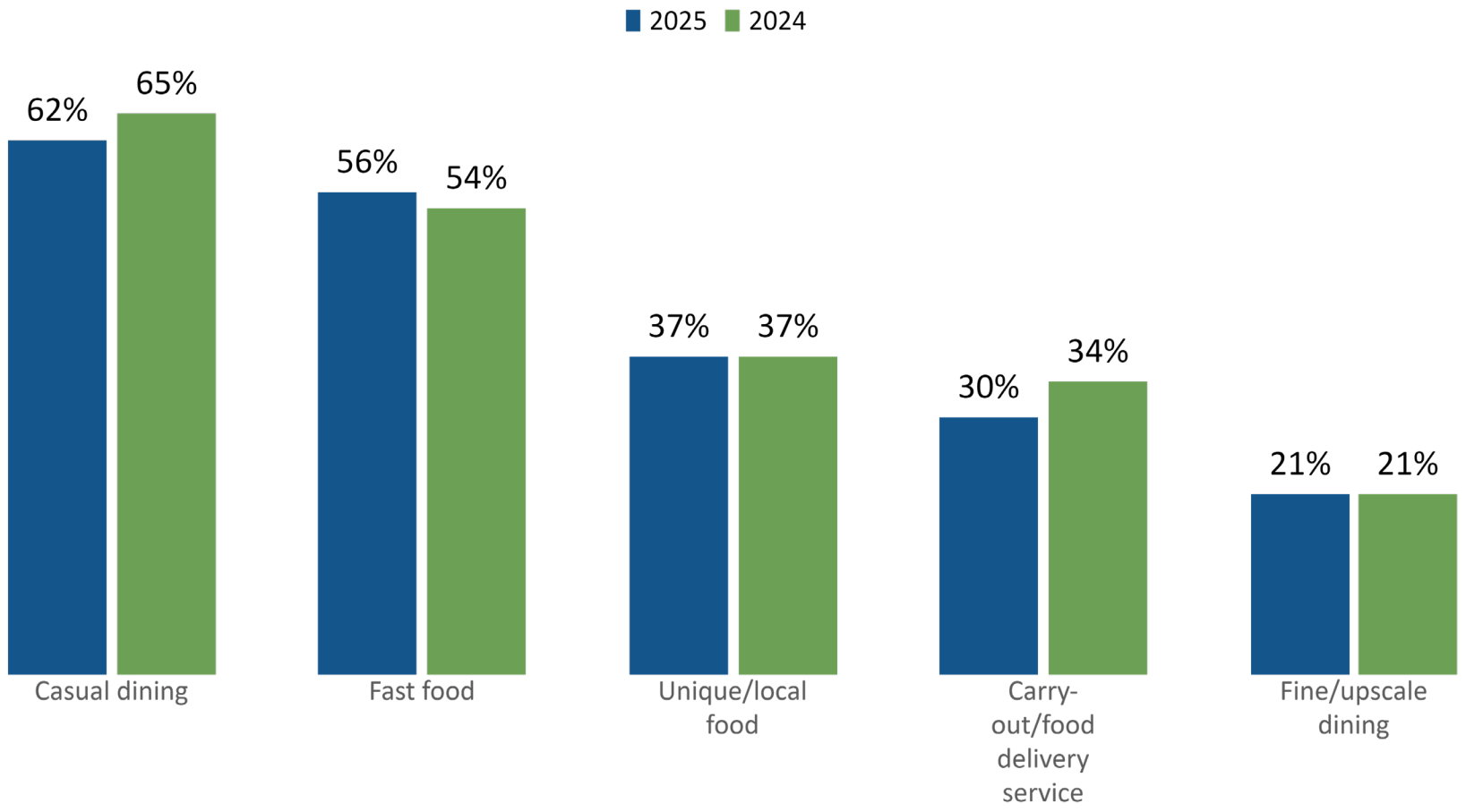




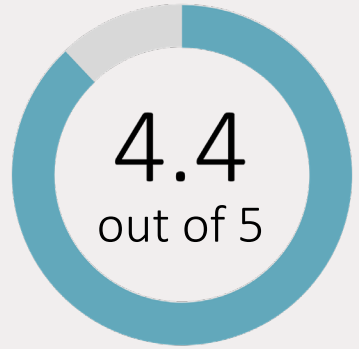
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Dining

Top Dining Categories for Virginia Beach Travelers



Quality of Food

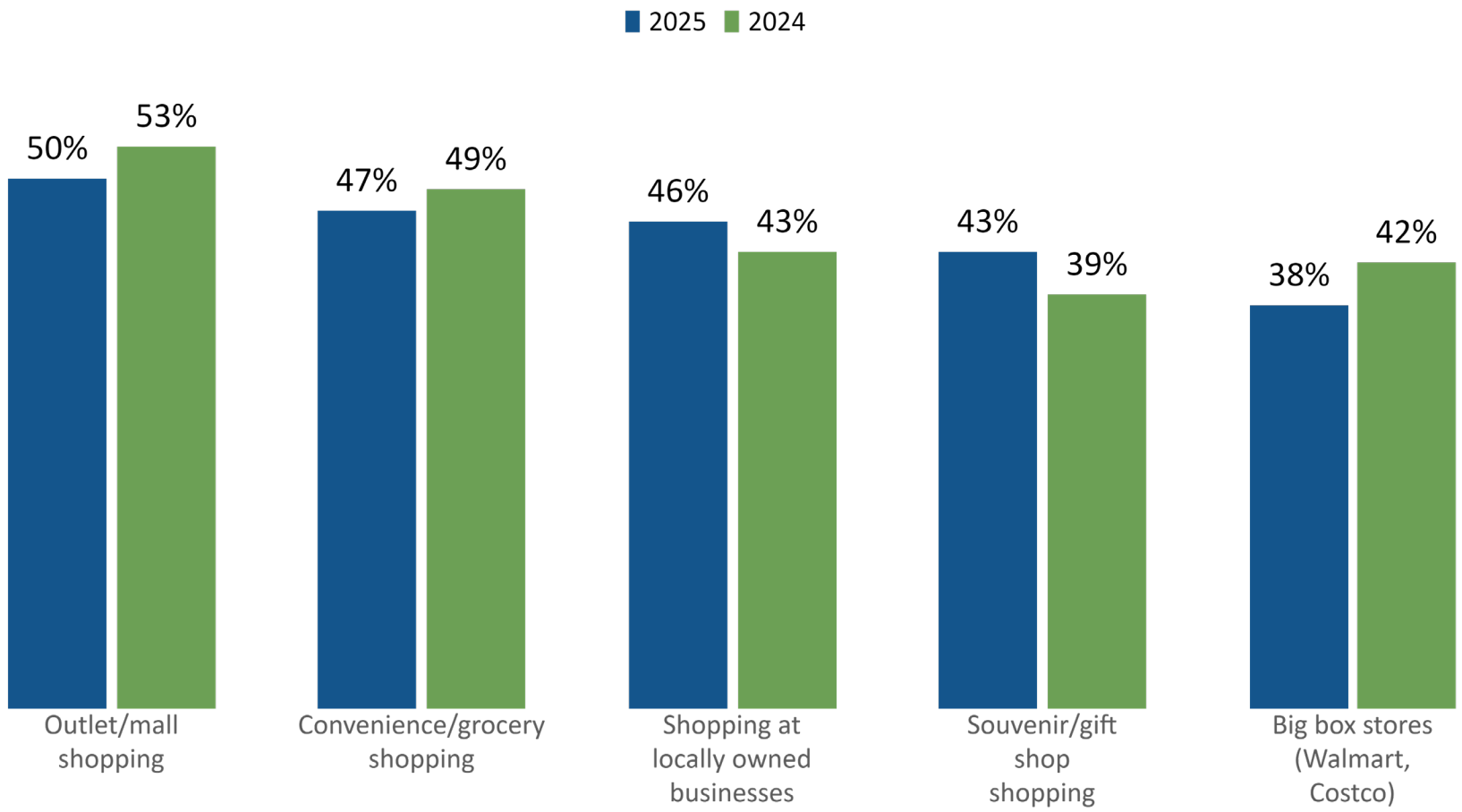


Average Satisfaction Rating

See Reference Guide for a full breakdown of dining categories.

Shopping

Top Shopping Categories for Virginia Beach Travelers



This question is only asked of travelers who selected 'shopping' as an activity during their trip to Virginia Beach.

See Reference Guide for a full breakdown of shopping categories.



Post-Trip

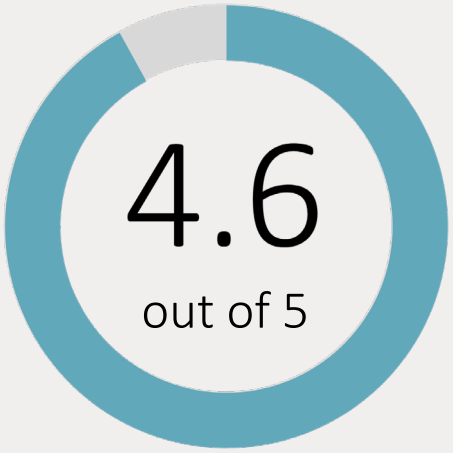
Traveler Satisfaction & Retention

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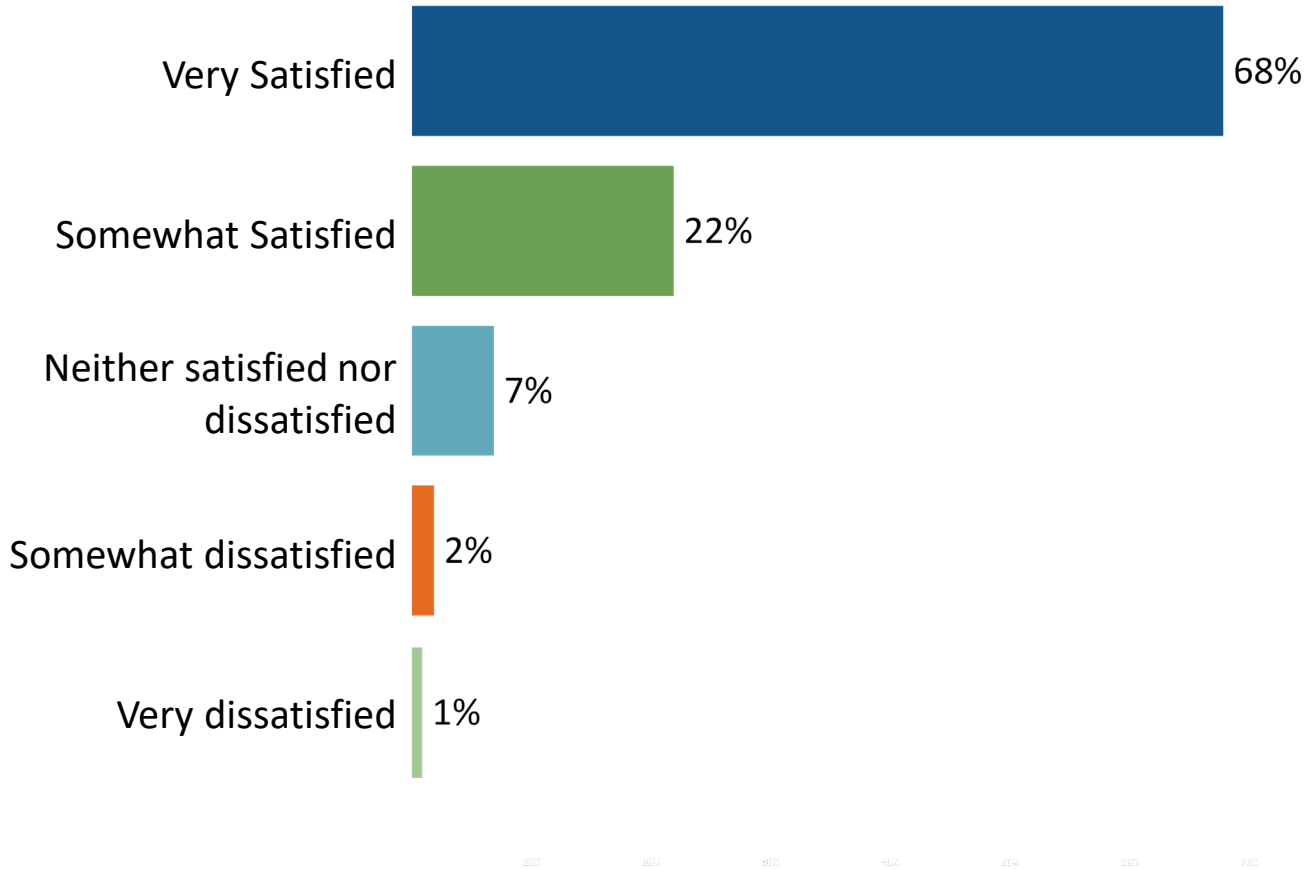
Satisfaction with Overall Trip

How Overnight Visitors Rated Their Virginia Beach Experience

Average Satisfaction Rating



Previous Year: 4.6



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Additional Satisfaction Indicators

Key Components of the Virginia Beach Experience

Safety & Security



Cleanliness of Destination



Value for Money



Sightseeing & Attractions



Music, Nightlife, & Entertainment



Friendliness of People

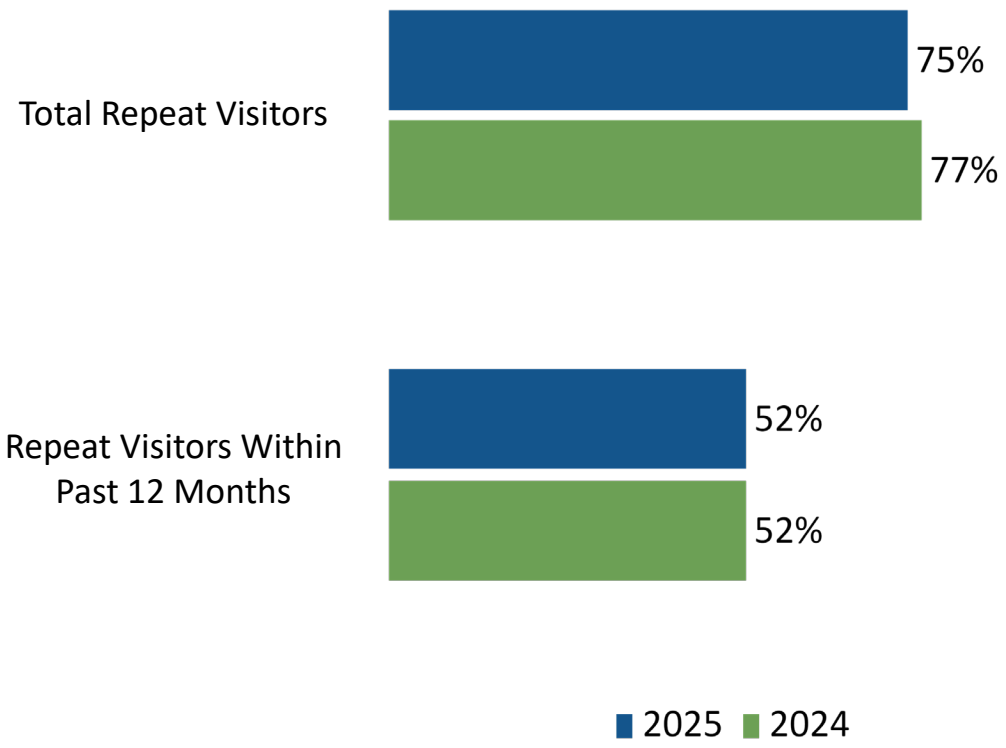


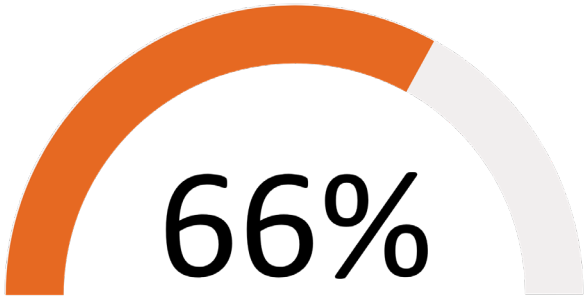
Average Satisfaction Rating out of 5

Visitor Retention Metrics

Key Predictors of Future Travel to Virginia Beach

Past Visitation





Selected That They Were '*Very Likely*' to Return to Virginia Beach

Repeat visitation is the strongest predictor of future travel.

Respondent Demographics

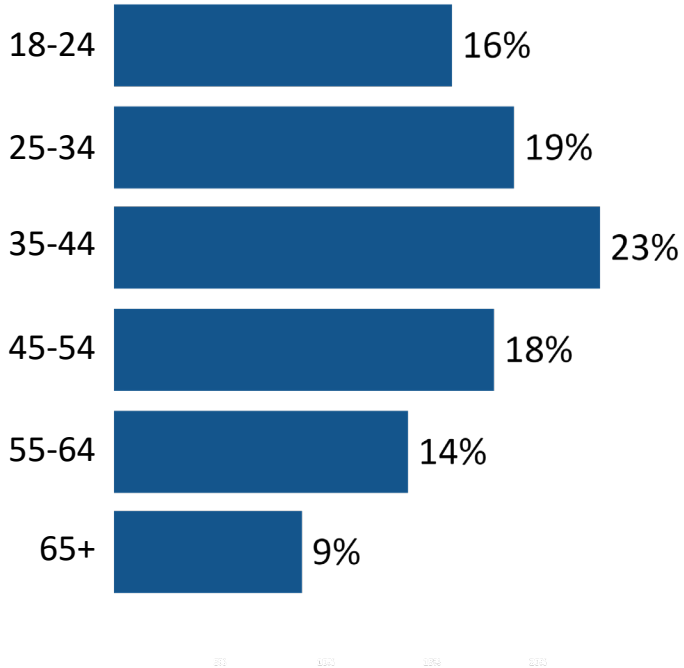


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Age, Gender, & Household Income

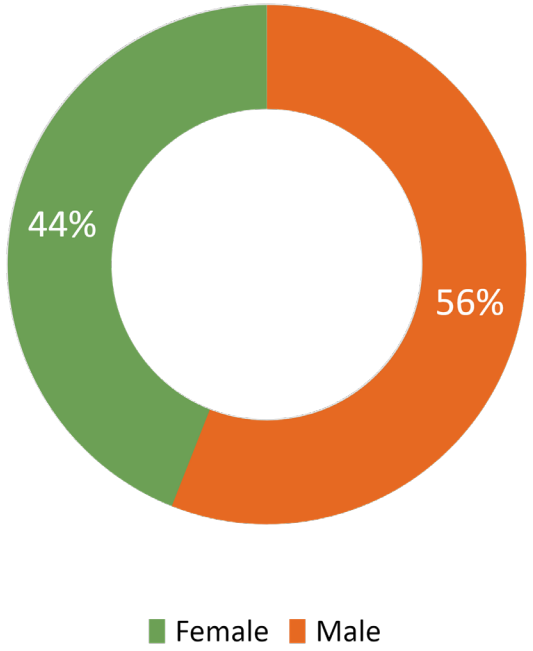
Respondent Demographics for Virginia Beach

Age

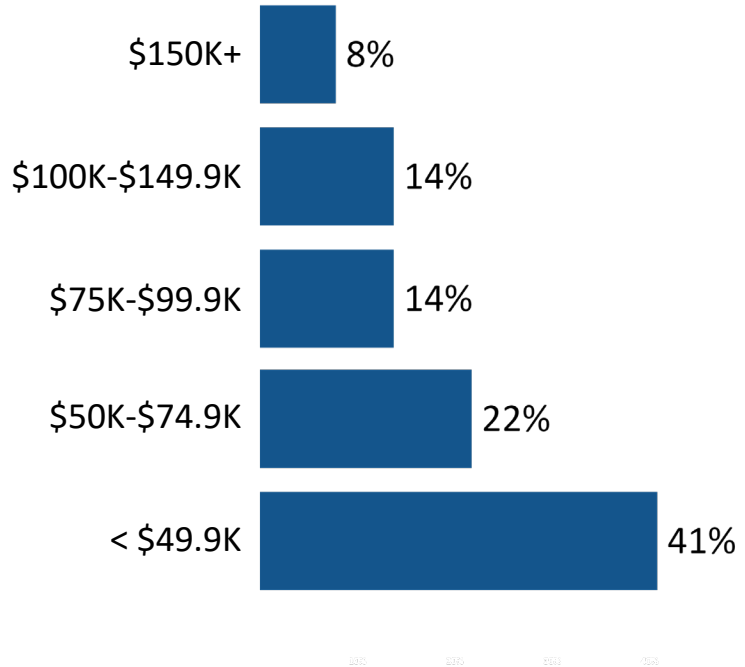


Average Age: 42.0

Gender



Household Income

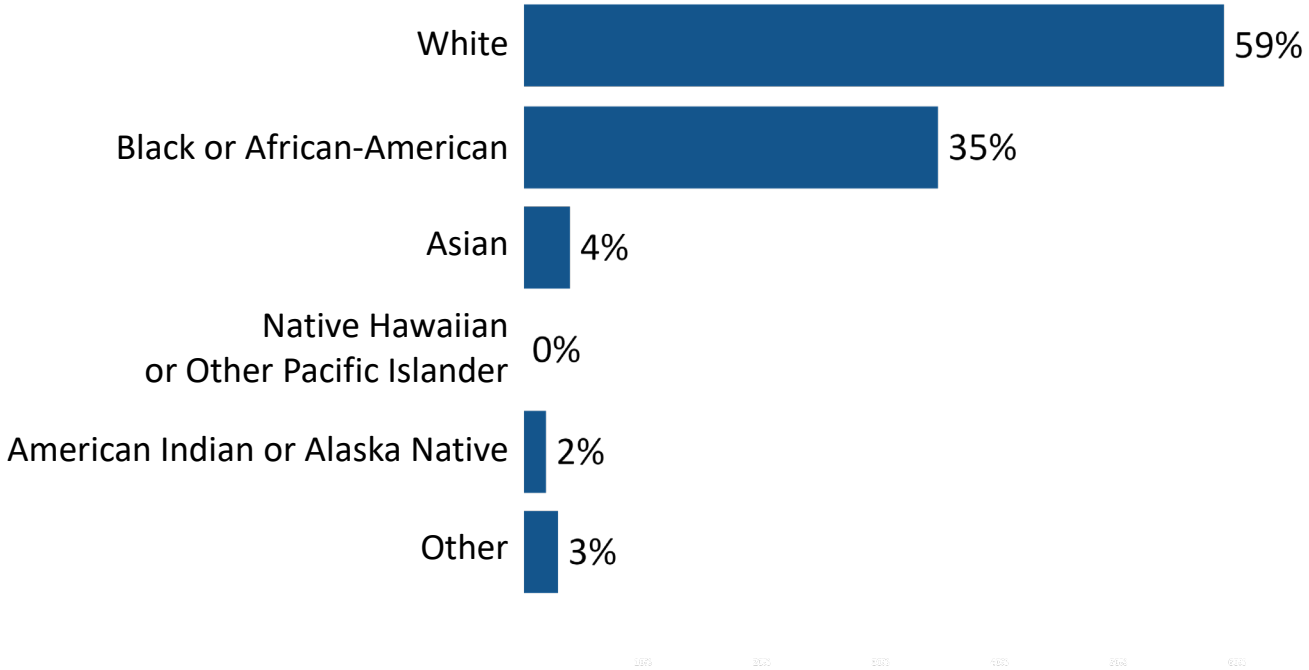


Average Income: $73.2K

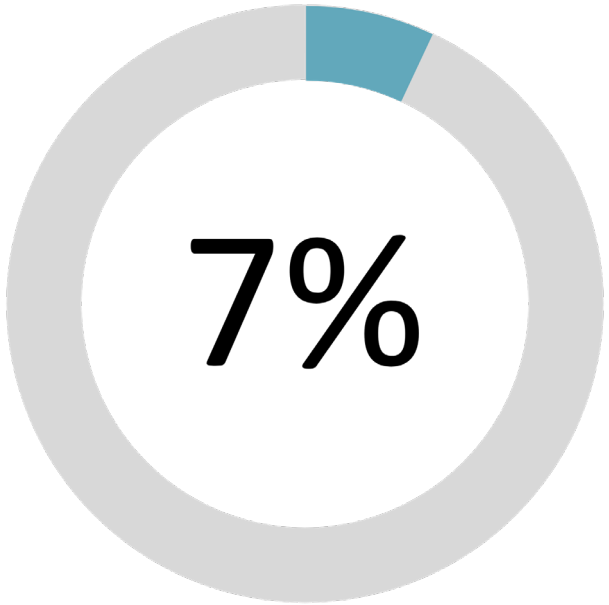
Race & Hispanic Background

Respondent Demographics for Virginia Beach

Race



Hispanic Background



Race & ethnicity questions and category groupings align with the U.S. Census. These questions are multi-select, self-reported, and respondents have the option not to answer.

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Additional Demographics

Respondent Demographics for Virginia Beach

Employment

61% full-time / self-employed

11% part-time

28% retired / not employed / other

Marital Status

51% married / living with a partner

38% single / never married

11% divorced / widowed / separated

Military Status*

80% never served in the military

11% veteran

7% currently on active duty

3% on active duty for training

Education

30% high school diploma or less / other

20% attended some college

33% associate's or bachelor's degree

18% graduate or professional degree

Sexual Orientation

92% straight

2% gay / lesbian

4% bisexual

2% other / not sure

Household Size

21% 1 member

28% 2 members

22% 3 members

17% 4 members

12% 5+ members

** Multi-select to include status for all household members*

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