1,155 patrons participated in this survey, which best described their reason for visiting. Surveys were completed by patrons requesting information from the Newport News Tourism website, phone calls, NN Visitor Center walk-ins and exit surveys conducted at The Mariners' Museum, Virginia Living Museum, Lee Hall Mansion and the World Arts Celebration.
2018 Visitor Survey Results

Interest When Visiting Newport News

<table>
<thead>
<tr>
<th>Activity</th>
<th>Number of People</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other</td>
<td>150</td>
</tr>
<tr>
<td>Wildlife</td>
<td>300</td>
</tr>
<tr>
<td>Theme Parks</td>
<td>250</td>
</tr>
<tr>
<td>Shopping</td>
<td>200</td>
</tr>
<tr>
<td>Ships</td>
<td>500</td>
</tr>
<tr>
<td>Outdoor Recreation</td>
<td>350</td>
</tr>
<tr>
<td>Nature</td>
<td>400</td>
</tr>
<tr>
<td>Home/Garden</td>
<td>250</td>
</tr>
<tr>
<td>History</td>
<td>700</td>
</tr>
<tr>
<td>Harbor Cruise</td>
<td>400</td>
</tr>
<tr>
<td>Golf</td>
<td>150</td>
</tr>
<tr>
<td>Family Fun</td>
<td>450</td>
</tr>
<tr>
<td>Cultural</td>
<td>500</td>
</tr>
<tr>
<td>Civil War</td>
<td>700</td>
</tr>
<tr>
<td>Central Location</td>
<td>300</td>
</tr>
<tr>
<td>Camping</td>
<td>200</td>
</tr>
<tr>
<td>African-Am Heritage</td>
<td>250</td>
</tr>
</tbody>
</table>

1,253 patrons answered this survey question and selected all that applied. Surveys were completed by patrons requesting information from the NN Tourism website, phone calls, NN Visitor Center walk-ins and exit surveys conducted at The Mariners' Museum, Virginia Living Museum and Lee Hall Mansion and World Arts Celebration.
2018 Visitor Survey Results

Number in Travel Party

Adults in Travel Party

Children in Travel Party

Sampling number for both adults and children in travel party is 1,234.
2018 Visitor Survey Results

Average income, participant's age & gender

**Average Household Income**

- $<25,000: 10%
- $26,000-55,999: 31%
- $56,000-85,999: 27%
- $>86,000: 32%

Sampling number is 542.

**Survey Participants' Age**

- 18-28: 34%
- 29-39: 49%
- 40-55: 16%
- >55: 4%

Sampling number is 664.

**Survey Participants' Gender**

- Male: 37%
- Female: 63%

Sampling number is 1260.
2018 Visitor Survey Results

Where will you be staying during your visit?

Accommodation Type Used

- Hotel/Motel: 56%
- Bed & Breakfast: 49%
- Timeshare: 15%
- Friends & Family: 19%
- Campground: 6%

Sampling number is 1,078.

City Staying While Visiting

- Newport News: 46%
- Williamsburg: 28%
- Virginia Beach: 12%
- Hampton: 3%
- Norfolk: 5%
- Other: 8%
- Undecided: 2%

Sampling number is 1,103.
2018 Visitor Survey Results

Top 10 States Inquiring about Newport News

- FL 7%
- OH 7%
- PA 18%
- VA 15%
- NJ 14%
- NY 12%
- MD 12%
- TX 6%
- CT 9%

Results based on entire 2018 database totaling 14,362 entries.

Top 10 States Stopping at the NN Visitor Center

- VA 33%
- NY 17%
- MD 9%
- PA 17%
- OH 10%
- NC 9%
- FL 9%
- MI 7%
- NC 7%

Results based on 2018 NN Visitor Center Guest Registry totaling 714 entries.
2018 Visitor Survey Results

Final Destination of NN Visitor Center Guest

- Newport News 53%
- Historic Triangle 16%
- Other VA 6%
- Norfolk & VA Beach 9%
- Other States 10%
- OBX 3%
- Washington DC 1%
- Hampton & Poquoson 1%
- Other Countries 0%

Results based on 2018 NN Visitor Center Guest Registry totaling 714 entries.
2018 Visitor Survey Results

Newport News Visitor Center Statistics

Plan to stop at Visitor Center before arriving in Newport News?

- Yes 42%
- No 58%

Sampling number is 374.

How did you find the Visitor Center?

- Signage 40%
- Advertisement 16%
- Previous Visit 11%
- Brochure 9%
- GPS 8%
- Other 15%

Sampling number is 374.

How would you rate your Visitor Center experience?

- Excellent 98%
- Very Good 2%

Sampling number is 395.
2018 Visitor Survey Results

Newport News Visitor Center Statistics

Have you ever visited Newport News?

Yes 42%
No 58%

Sampling number is 1,122.
Surveys were completed by patrons requesting information from the NN Tourism website, phone calls & NN Visitor Center walk-ins.

Month Visiting

Sampling number is 930.
Surveys were completed by patrons requesting information from the NN Tourism website, phone calls & NN Visitor Center walk-ins.