686 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 and NN Visitor Center walk-ins.
2021 Visitor Survey Results

Interest When Visiting Newport News

- Other
- Wildlife
- Theme Parks
- Shopping
- Ships
- Outdoor Recreation
- Nature
- Home/Garden
- History
- Harbor Cruise
- Golf
- Family Fun
- Cultural
- Civil War
- Central Location
- Camping
- African-Am Heritage

Number of People

727 patrons answered this survey question and selected all that applied. Surveys were completed by patrons requesting information from the NN Tourism website, phone calls and NN Visitor Center walk-ins.
2021 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 717.
2021 Visitor Survey Results

Average income, participant's age & gender

**Average Household Income**

- <$25,000: 29%
- $26,000-55,999: 34%
- $56,000-85,999: 24%
- >$86,000: 13%

Sampling number: 498.

**Survey Participants' Age**

- 18-28: 31%
- 29-39: 55%
- 40-55: 11%
- >55: 3%

Sampling number: 589.

**Survey Participants' Gender**

- Male: 36%
- Female: 64%

Sampling number: 739.
2021 Visitor Survey Results

Where will you be staying during your visit?

**Accommodation Type Used**

- Hotel/Motel: 53%
- Bed & Breakfast: 6%
- Timeshare: 11%
- Friends & Family: 21%
- Campground: 9%

Sampling number is 692.

**City Staying While Visiting**

- Newport: 54%
- News: 5%
- Hampton: 7%
- Virginia Beach: 9%
- Williamsburg: 20%
- Other: 5%
- Norfolk: 5%

Sampling number is 673.
2021 Visitor Survey Results

Top 10 States Inquiring about Newport News

Results based on entire 2021 database totaling 11,350 entries.

Top 10 States Stopping at the NN Visitor Center

Results based on 2021 NN Visitor Center Guest Registry totaling 531 entries.
2021 Visitor Survey Results

Final Destination of NN Visitor Center Guest

- Newport News: 71%
- Other States: 4%
- Hampton: 1%
- Outer banks, NC: 5%
- Norfolk/Va Beach: 5%
- Other Virginia: 6%
- Historic Triangle: 8%

Results based on 2021 NN Visitor Center Guest Registry totaling 531 entries.
2021 Visitor Survey Results

Newport News Visitor Center Statistics

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

Yes: 39%
No: 61%

Sampling number is 73.

How did you find the Visitor Center?

- Signage: 72%
- Brochure: 16%
- Advertisement: 4%
- Previous Visit: 1%
- Other: 1%
- Internet: 6%

Sampling number is 604. Includes walk ins and visitor registry.

How would you rate your Visitor Center experience?

- Excellent: 99%
- Very Good: 1%

Sampling number is 73.
2021 Visitor Survey Results

Newport News Visitor Center Statistics

Have you ever visited Newport News?

No 67%
Yes 33%

Sampling number is 696.
Surveys were completed by patrons requesting information from the NN Tourism website, phone calls & NN Visitor Center walk-ins.

Month Visiting

Oct 15%
Sep 10%
Aug 13%
Jul 8%
Apr 8%
May 6%
Jun 6%
Nov 5%
Dec 17%
Jan 2%
Feb 2%
Undecided

Sampling number is 1264.
Surveys were completed by patrons requesting information from the NN Tourism website, phone calls & NN Visitor Center walk-ins.

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