Longwoods Travel USA®

Begun in 1990, Longwoods Travel USA® is a multi-client syndicated study visitor research program surveying Americans' travel habits. Longwoods Travel USA® is the largest and longest on-going syndicated study of American travelers, with an average annual sample of nearly 275,000 trips.

This ongoing study is conducted quarterly employing an online platform. A representative sample of respondents is selected and invited to participate in the research. The panel is geographically and demographically balanced to U.S. Census targets to provide an accurate picture of today's marketplace and to ensure projectability to the U.S. population. Longwoods Travel USA® captures visitation to all 50 states and the District of Columbia, selected U.S. cities and regions, and foreign destinations.

The sample for the state of Virginia is robust with over 1,981 day and 3,640 overnight trips in 2023. In this study an overnight trip is defined as a 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, and a day trip is defined as any journey for business or pleasure, outside your community and not part of your normal routine that did not include an overnight stay and involved traveling more than 50 miles from home.

Several factors that make Travel USA® a gold standard in market research:

- This study samples individuals, not households or panelists who are heads of households. Our objective is to accurately project to the population of U.S. adults 18+. This is a much cleaner way of doing so, as the alternative used by competition is to ask the head of household to provide information about trips taken by others in the household, trips they may not have participated in.
- Visitation to destinations is measured on an aided basis using lists of states, cities and regions. Destination detail includes all 50 states and the District of Columbia, selected U.S. cities and regions. Respondents simply refer to each list and check off the destinations they have visited each quarter. This is more accurate than an open-ended write-in approach for specifying destinations used by competition, as it minimizes memory loss and eliminates errors associated with coding and data entry.
- Unique to Travel USA®, we collect visitation information separately for overnight and day trips instead of mixing the two types of trips together. Our testing show that this simplifies the task for respondents, and leads to much more accurate recall, especially for less salient day trips.