



Envision 2020

**Hampton Roads Prospective Visitors Survey
Topline Report**

September 13, 2019

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**I.
Report
Goals &
Methodology**

This Report is One of 10 SIR Envision 2020 Input Deliverables*

*SIR is the strategic consultancy supporting the Envision 2020 Regional Branding Initiative's Task Force (www.sirhq.com)

1. Secondary Research Report (Relevant Data and Existing Research)
2. Peer Cities/Regions Place Marketing Report
3. Hampton Roads Place Marketing Report
4. National Social Media Sentiment Naming Report
5. Hampton Roads Resident Survey Report
6. Hampton Roads Young Professionals and High School Students Reports**
7. Hampton Roads Business Leaders Survey Report
- 8. Hampton Roads Prospective Visitors Survey Report**  **This Report**
9. Corporate Real Estate Professionals Survey Report
10. Site Selection Consultants Interview Report

Envision 2020 Project Task Force Findings and Recommendations Report

Prospective Visitor Survey Report Goals

- Assess current awareness, familiarity, consideration to visit, perceptions and misperceptions, and key reputation-related perceived traits of the Hampton Roads region.
- Explore the relative appeal of the existing and potential new names and/or taglines for the region.



Methodology

- The Envision 2020 Taskforce worked together with SIR to develop a 15-minute online survey among prospective visitors to the Hampton Roads region.
- Prospective visitors were defined as following: (n=695)
 - Ages 18+
 - Have never lived in Hampton Roads, and who have not visited the Hampton Roads Region in 10 or more years
 - \$50K+ household income
 - Have taken a pleasure trip of 100+ miles from home within the past 12 months and who plan to travel 100+ miles from home in the next year
 - Primary trip planner or co-planner responsible for destination decisions
 - People who currently live in Hampton Roads tourism’s primary feeder markets
 - New York
 - Pennsylvania
 - North Carolina
 - Virginia
 - Maryland
 - West Virginia
 - DC

Prospective visitors fell into the following demographic segments

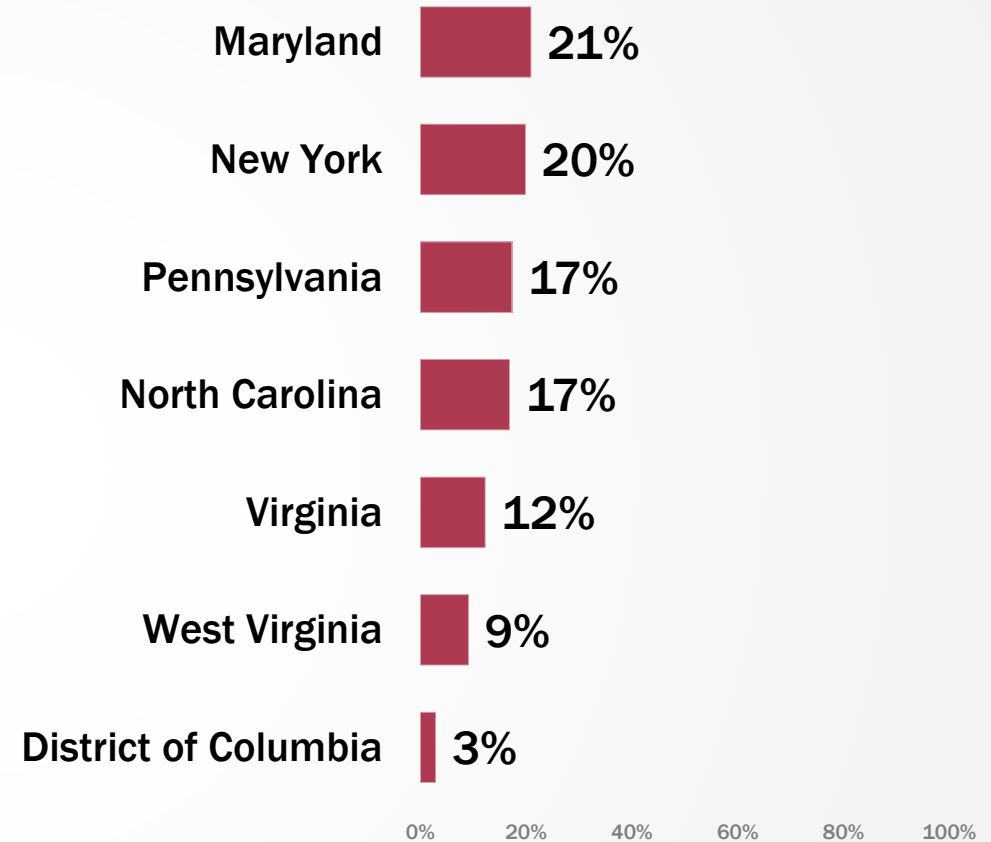
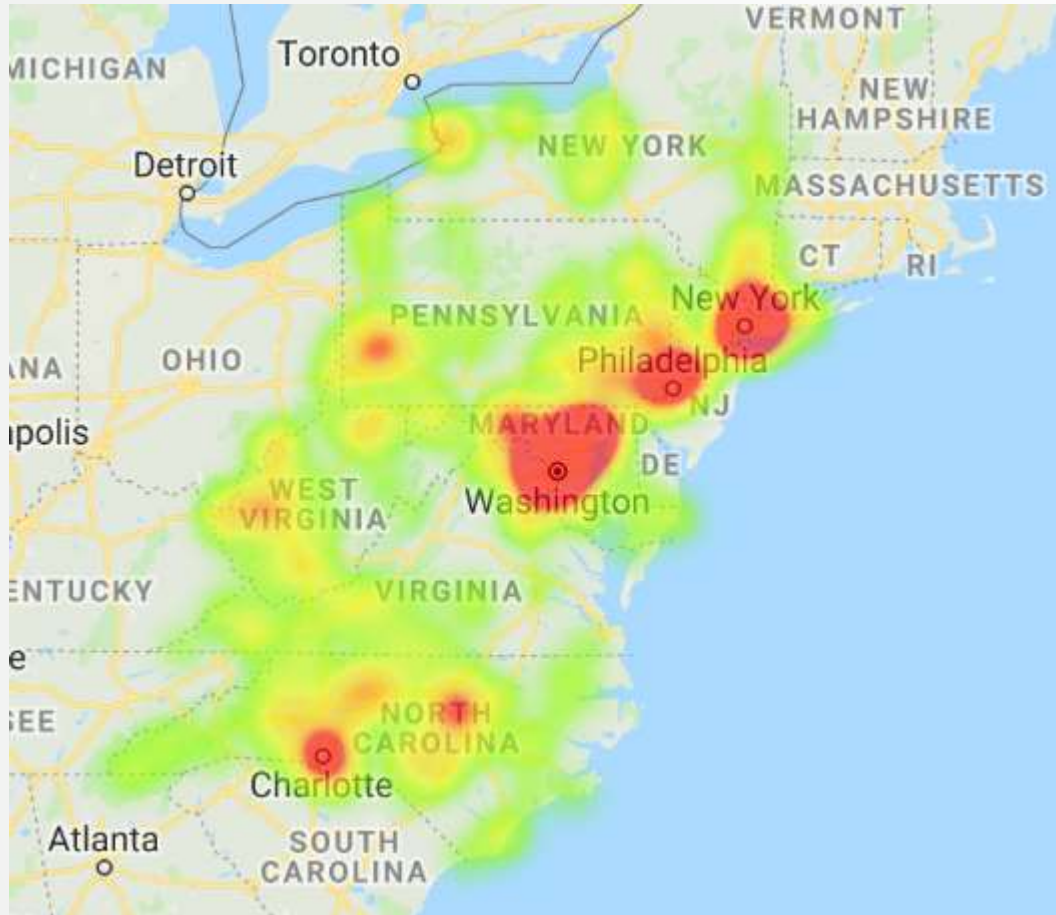
Note: Respondents with less than \$50k household income were terminated from the survey

DEMOGRAPHIC	GROUP	SAMPLE %
GENDER	Male	42%
	Female	58%
GENERATION	Millennials (born 1983–1999)	35%
	Generation X (born 1965–1982)	27%
	Boomers (born prior to 1964)	38%
RACE	White	73%
	Black / African American	15%
	Other	11%
HISPANIC ETHNICITY	Hispanic or Latino	94%
	Not Hispanic or Latino	6%
ANNUAL HOUSEHOLD INCOME	Average total household income	\$107k



**II.
Respondent
Profile**

Respondents live across the Mid-Atlantic region, in Hampton Roads feeder markets



Other demographic information (cont'd)

DEMOGRAPHIC	GROUP	SAMPLE %
EMPLOYMENT STATUS	Employed full time	55%
	Retired	19%
	Employed part time	9%
	Self-employed/freelancer/entrepreneur	6%
	Unemployed or temporarily laid off	5%
	Currently a student and not working	1%
	Currently a student and working part-time or full-time	1%
	Other	3%
MILITARY SERVICE	Currently or have served	8%
	Have not served	92%
CHILDREN UNDER 18 IN HOUSEHOLD	Children in household	30%
	None	70%

Other demographic information (cont'd)

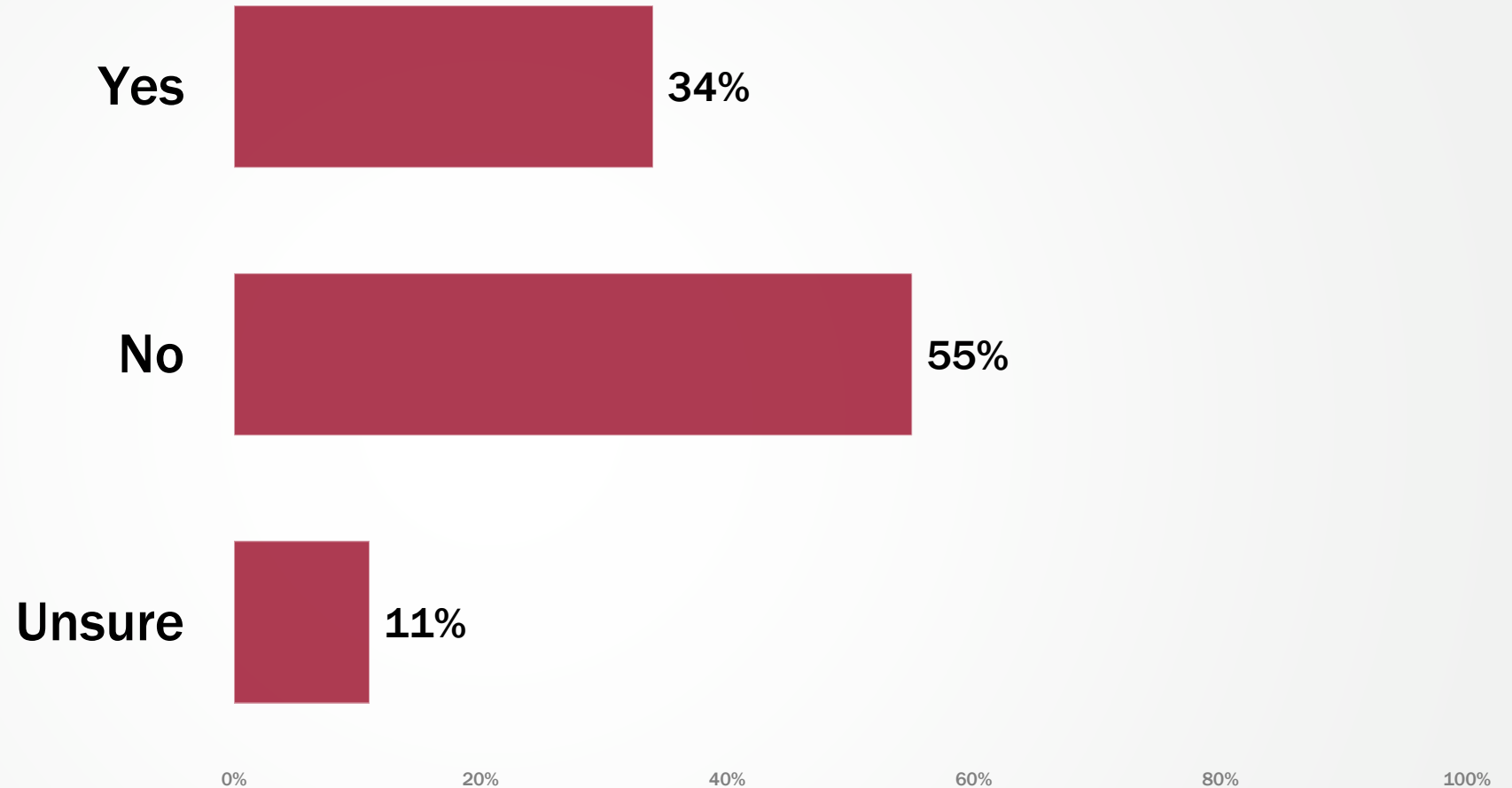
DEMOGRAPHIC	GROUP	SAMPLE %
EDUCATION	Less than a high school diploma	1%
	High school diploma or equivalent (e.g. GED)	10%
	Some college, no degree	16%
	Associate degree (e.g. AA, AS)	10%
	Bachelor's degree (e.g. BA, BS)	31%
	Master's degree (e.g. MA, MS, MEd)	23%
	Professional degree (e.g. MD, DDS, DVM)	4%
	Doctorate (e.g. PhD, EdD)	5%



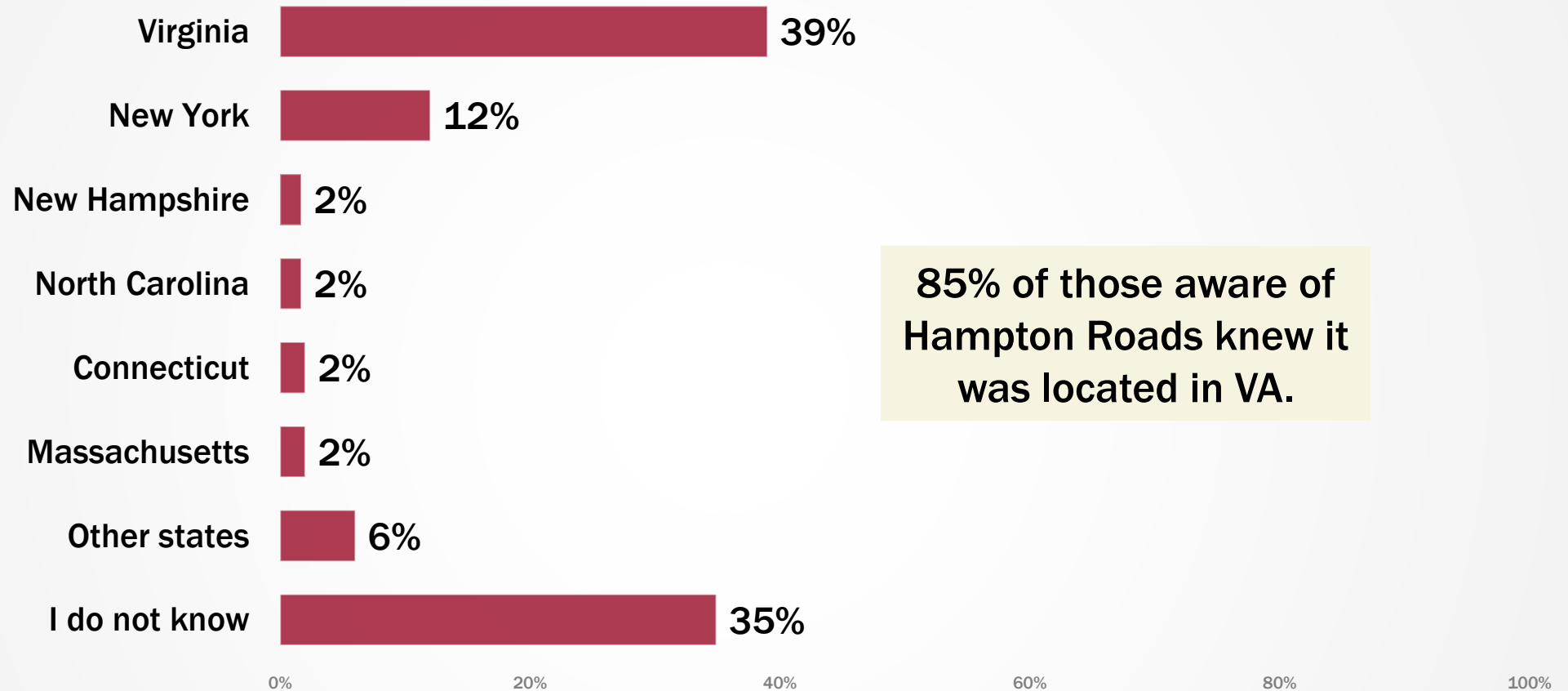
III.
Key Insights

HR Awareness & Familiarity

A third of respondents said they were aware of the Hampton Roads region before this survey



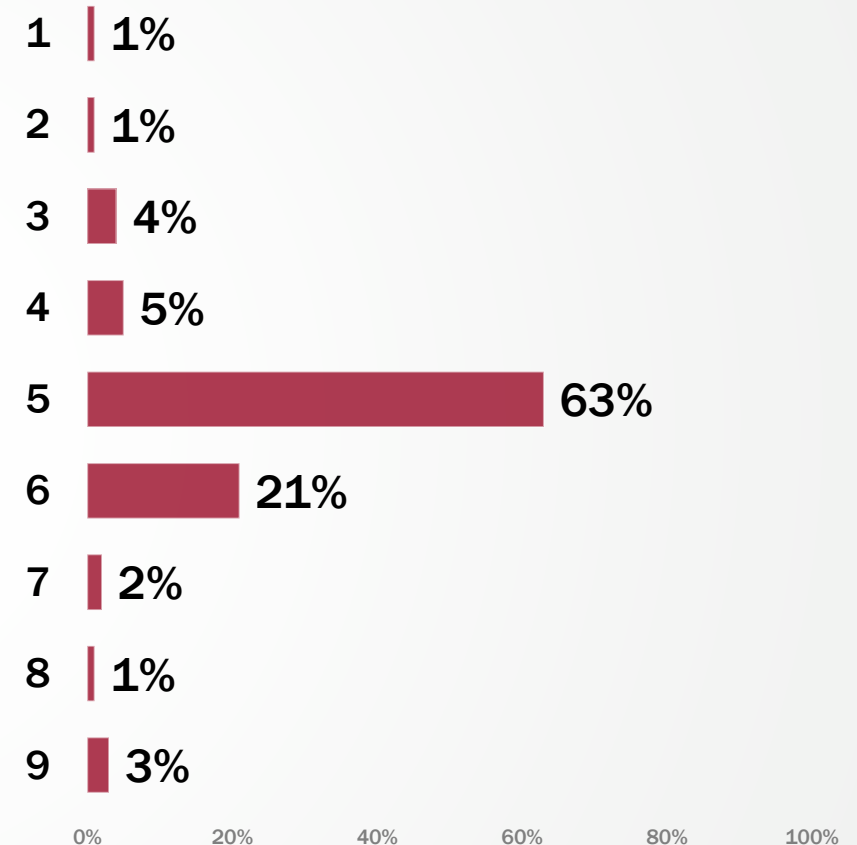
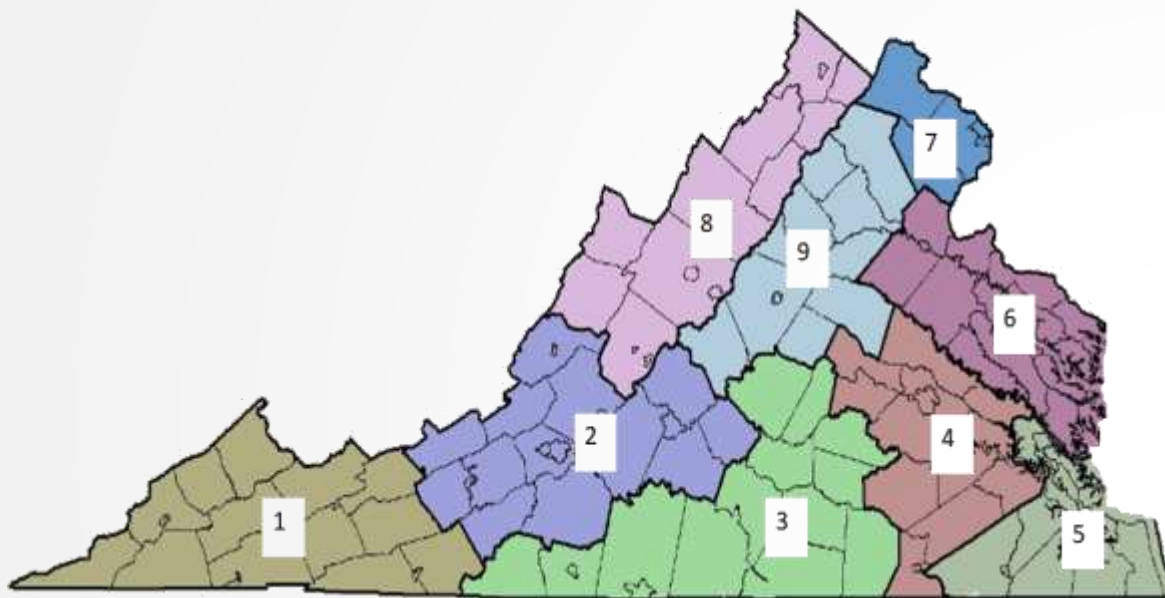
Of all respondents, only two in five respondents know that Hampton Roads is located in Virginia



85% of those aware of Hampton Roads knew it was located in VA.



Of those who knew Hampton Roads is in Virginia, three in five could locate the region on a map



In total, only 15% of potential visitors could locate Hampton Roads before this survey.

Unaware of Hampton Roads:

When you think about the Hampton Roads region, what three words come to mind?

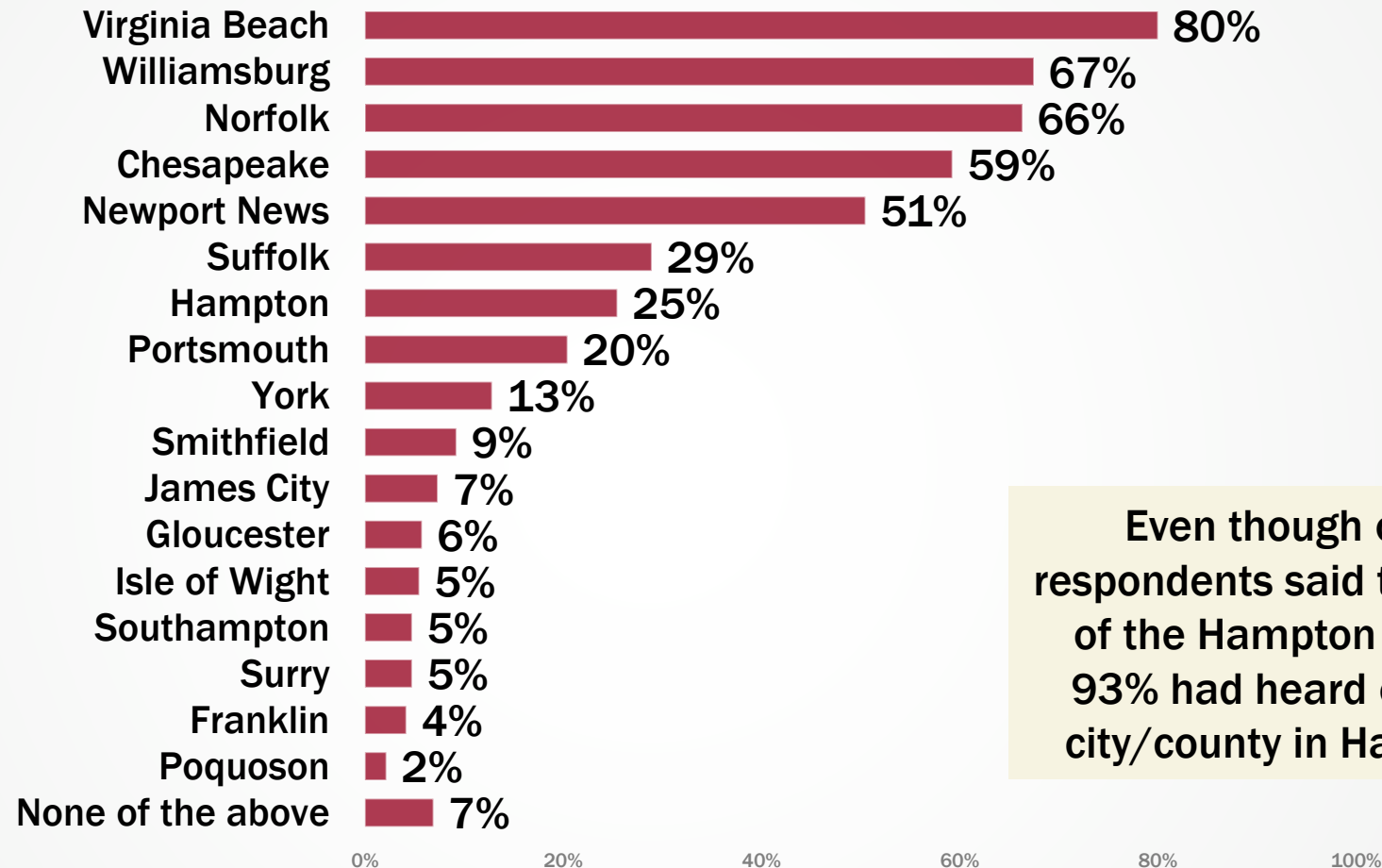


Aware of Hampton Roads:

When you think about the Hampton Roads region, what three words come to mind?



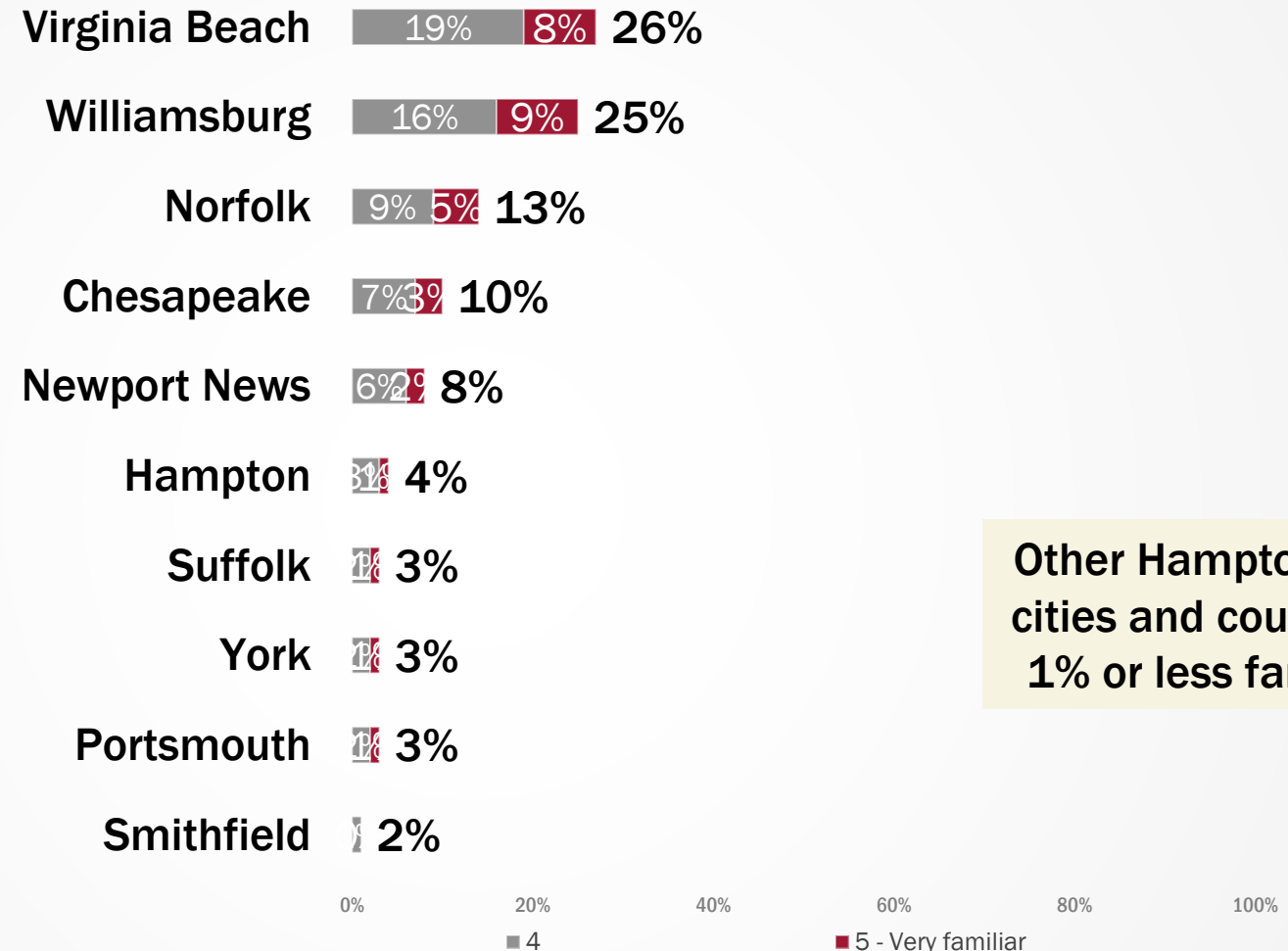
Out of the Hampton Roads cities and counties, respondents were most aware of Virginia Beach, Williamsburg, and Norfolk



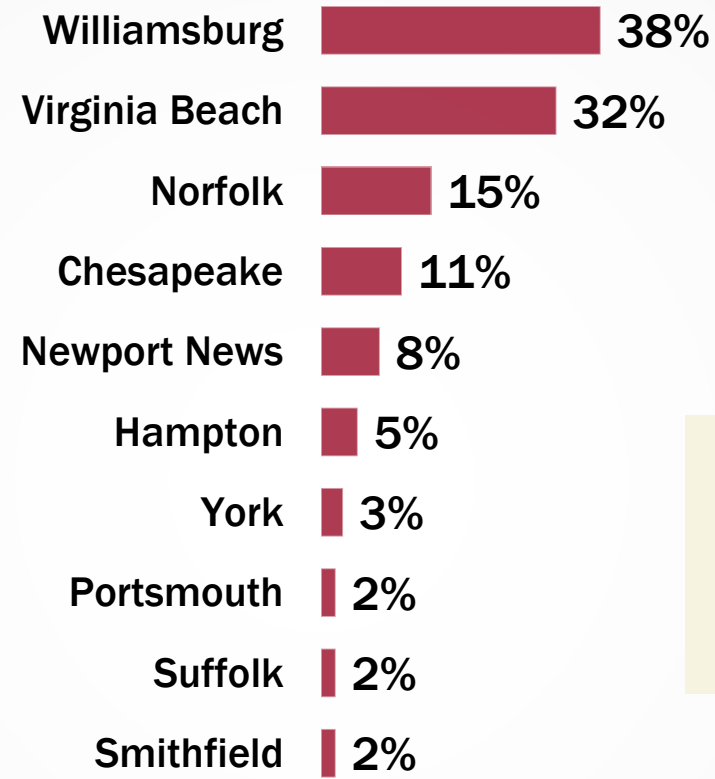
Even though only 34% of respondents said they were aware of the Hampton Roads region, 93% had heard of at least one city/county in Hampton Roads.



Respondents were most familiar with Virginia Beach and Williamsburg



Respondents were most likely to have visited Williamsburg and Virginia Beach



NOTE: Those respondents who indicated they had visited these areas less than 10 years ago or who had previously lived in these areas were terminated from the study.

I have not visited any of these Virginia locations. **38%**

0% 20% 40% 60% 80% 100%

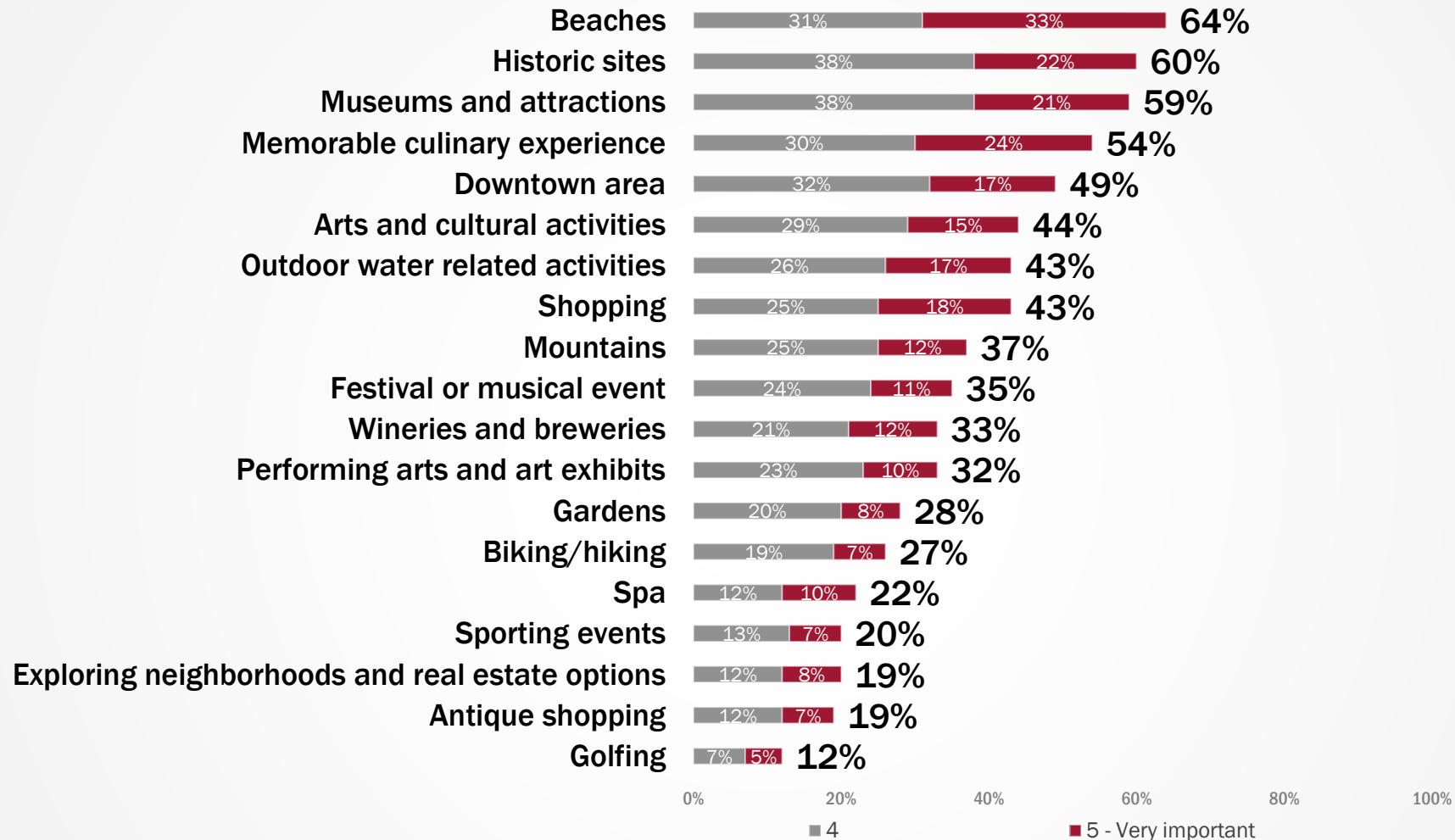


Respondents for the remainder of this report are:

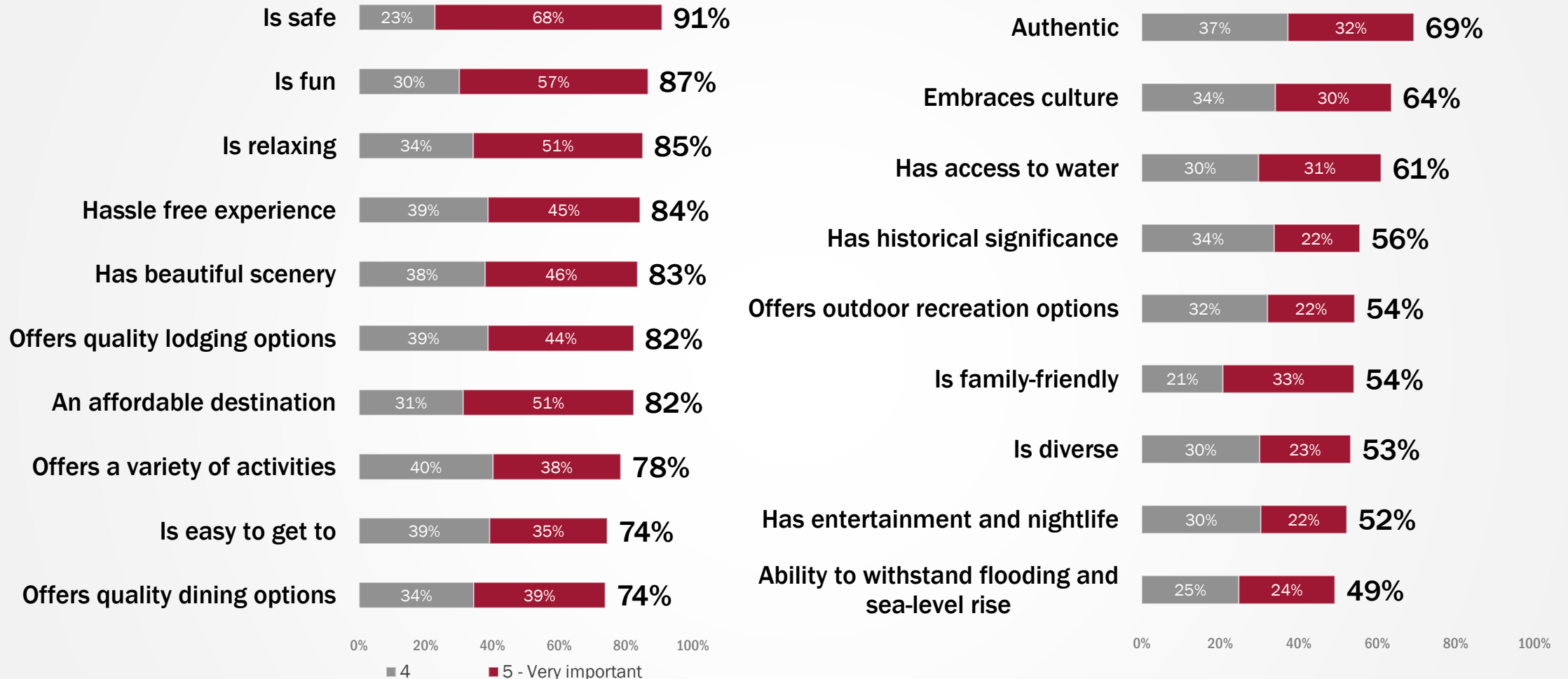
- Ages 18+
- People who have never lived in Hampton Roads or who have not visited the Hampton Region in 10 or more years
- People who currently live in Hampton Roads tourism's primary feeder markets
- \$50K+ household income
- People who have taken a pleasure trip of 100+ miles from home within the past 12 months and who plan to travel 100+ miles from home in the next year
- Primary trip planner or co-planner responsible for destination decisions

IDEAL VACATION

Respondents find beaches, historic sites, and museums and attractions as the most important activities and sites when planning a vacation or getaway

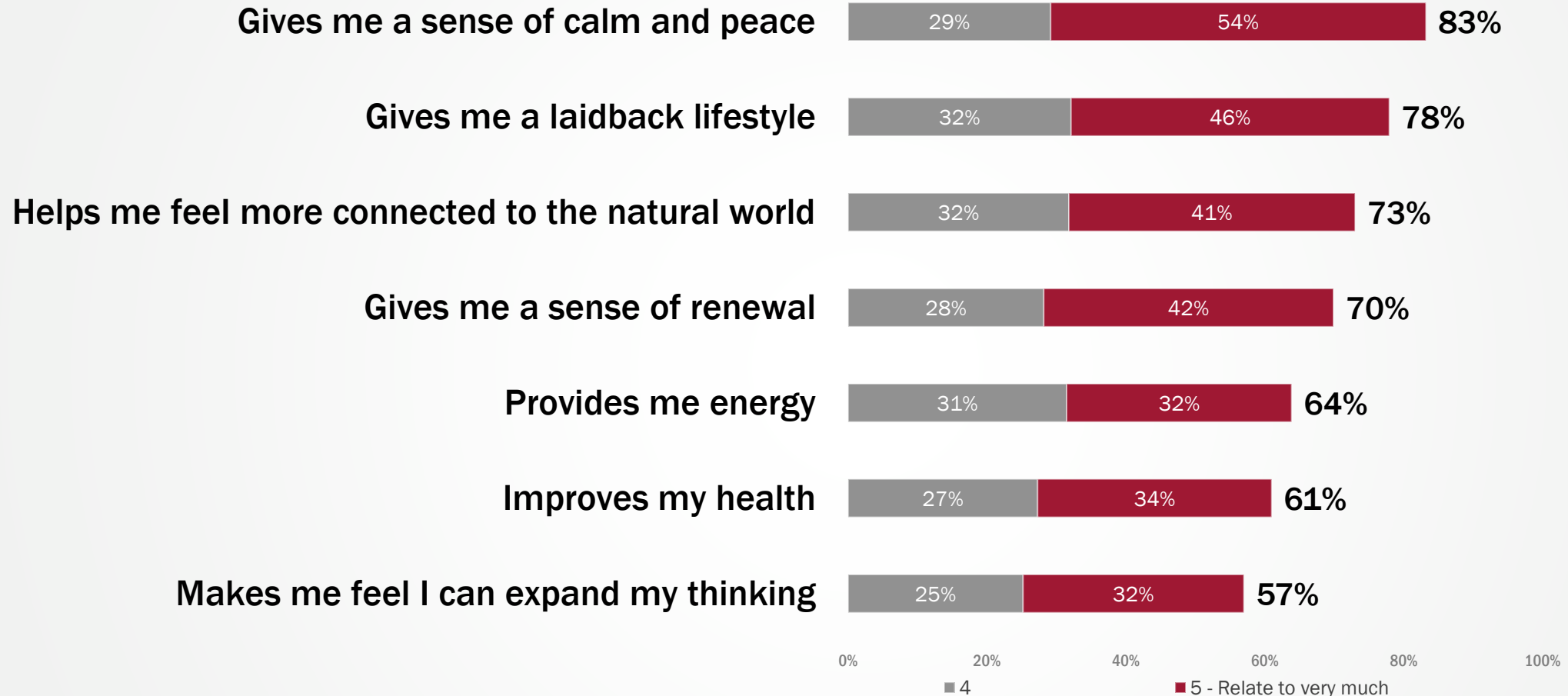


Respondents place **IMPORTANCE** on many vacation attributes, especially safety, fun, and relaxation



Q25. The following is a list of attributes that can characterize or be used to describe a vacation or getaway in general. How important are each of the following attributes to you?

Prospective visitors relate to several personal benefits from visiting a place near water



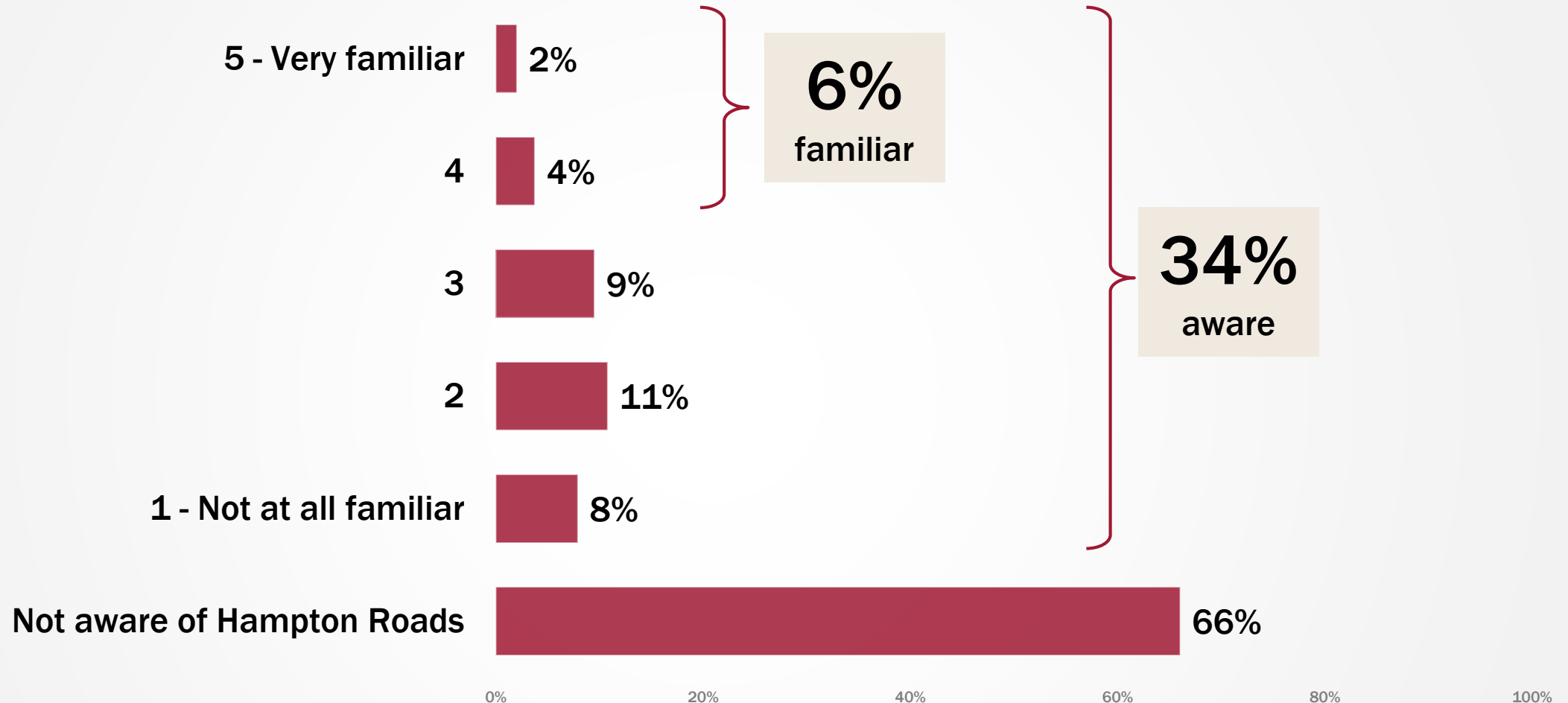
Q26. Scientific studies have suggested that visiting a place near and seeing a body of water (bay, rivers, ocean) often provides a number of personal benefits. Please rate the “water benefits” you feel you get visiting a place near water. Visiting a place near water and seeing a body of water ...(Note: “Don’t know” responses have been removed from this data set)

n = varies



AWARENESS OF HAMPTON ROADS

One third of respondents were aware of the Hampton Roads region, and only 6% said they are familiar with the Hampton Roads region



Familiar with Hampton Roads only:

If you were describing the Hampton Roads region to a friend or family member, what would you say?

- *“A group of cities that have vibrant industries and nice beaches.”*
- *“Coastal and historical activities.”*
- *“Eastern VA, on the beach.”*
- *“Eastern Virginia area near the ocean.”*
- *“Home of the largest Navy Base in the world, has a strong Civil War history, good boating, shopping and sports in the region.”*
- *“Hot, crowded, dangerous.”*
- *“Navy, beach.”*
- *“It's a beautiful place to visit with great restaurants and lots to see.”*
- *“Norfolk bay area with heavy traffic & close proximity to Virginia Beach.”*
- *“SE Virginia near Hampton and Newport News.”*
- *“Three great bodies of water coming together near Virginia Beach.”*
- *“It's a pretty nice place and it's sort of like Virginia Beach.”*

Respondents were shown two maps of the Hampton Roads region to familiarize themselves with the region's location.



They were then asked their overall perception of the region.

What is your overall perception of the region of Hampton Roads?

- *“My perception is that Hampton Roads offers diverse opportunities for anyone looking for vacation locales. It looks like a good area for city or beach vacations or a combination of the two.”*
- *“Larger and includes more than I anticipated.”*
- *“Interesting, I have heard and seen events in this area on TV and I would like to visit there.”*
- *“On the edge of Virginia. Kinda like the east coast bay of Virginia. A sea port.”*
- *“Probably really nice, because it’s right on the water.”*
- *“It has a great deal history associated with it, going back to the pre-colonial era.”*
- *“I don't understand connecting all of that as one area.”*
- *“Looks interesting, and near places I have heard of.”*
- *“Positive, a nice area with a lot of industry, military presence, but not exactly a vacation area.”*
- *“Know it is historically stocked with football and basketball talent.”*
- *“It would be a good area to visit... I have driven through the area at least 5 times and do not recognize the name Hampton Road. At first I thought you were talking about the Hamptons in New York.”*
- *“Not the place I was thinking about...”*

Why have you never visited (or not recently visited) the Hampton Roads region?

- *“Didn't know about it.”*
- *“Didn't know it existed.”*
- *“I do not prefer the attitude of the people living there.”*
- *“I haven't had any particular interest in the region.”*
- *“I love cruisingI usually don't take road trips”*
- *“Too far away.”*
- *“I prefer Maryland and Delaware coasts over Virginia's. It's safer.”*
- *“Just haven't had a chance to visit...planning on visiting Williamsburg again in the near future.”*
- *“Never heard of it before.”*
- *“No reason to. Don't know what's there besides Virginia Beach.”*
- *“Not sure. We should.”*

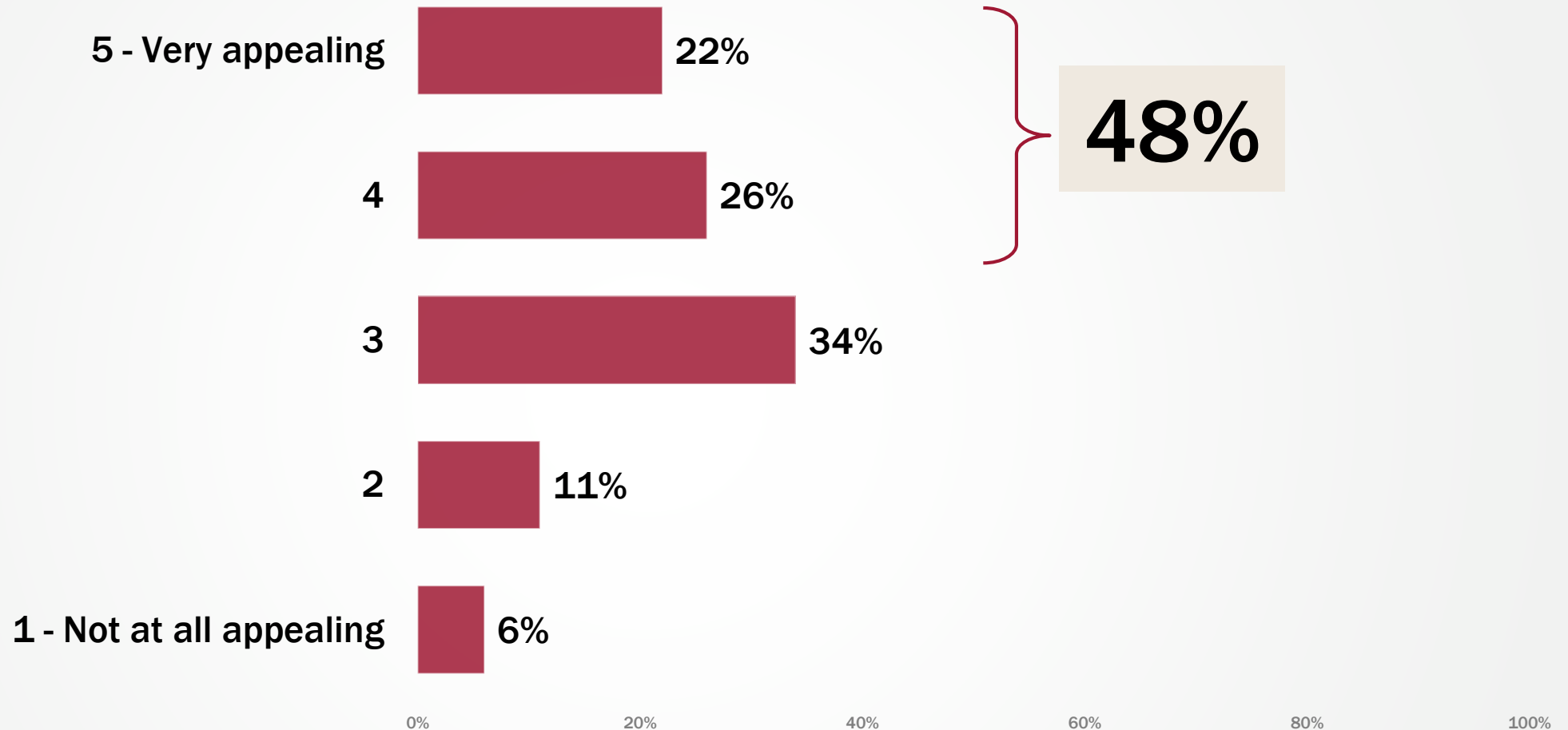
Some respondents who were not familiar with the region were concerned about racism and/or a lack of diversity and inclusion in the area

- *“It is in a State I am never going to visit. I am a black man from New York City.”*
- *“I’m not sure... for all I know it is Nazi or KKK country. . . I don't know anything about the area.”*
- *“Nice, but I wonder about the racists I may encounter traveling there.”*
- *“Too many questions... might be racist clan area.”*
- *“I stay out of anywhere they still hang n____.”*
- *“As a gay man I have not traveled south much with Donald Trump as president. We feel unsafe.”*
- *“Concern about racists may encounter there or on the way there.”*
- *“Under President Trump, too much hate in the South. Racism, homophobia, etc.”*

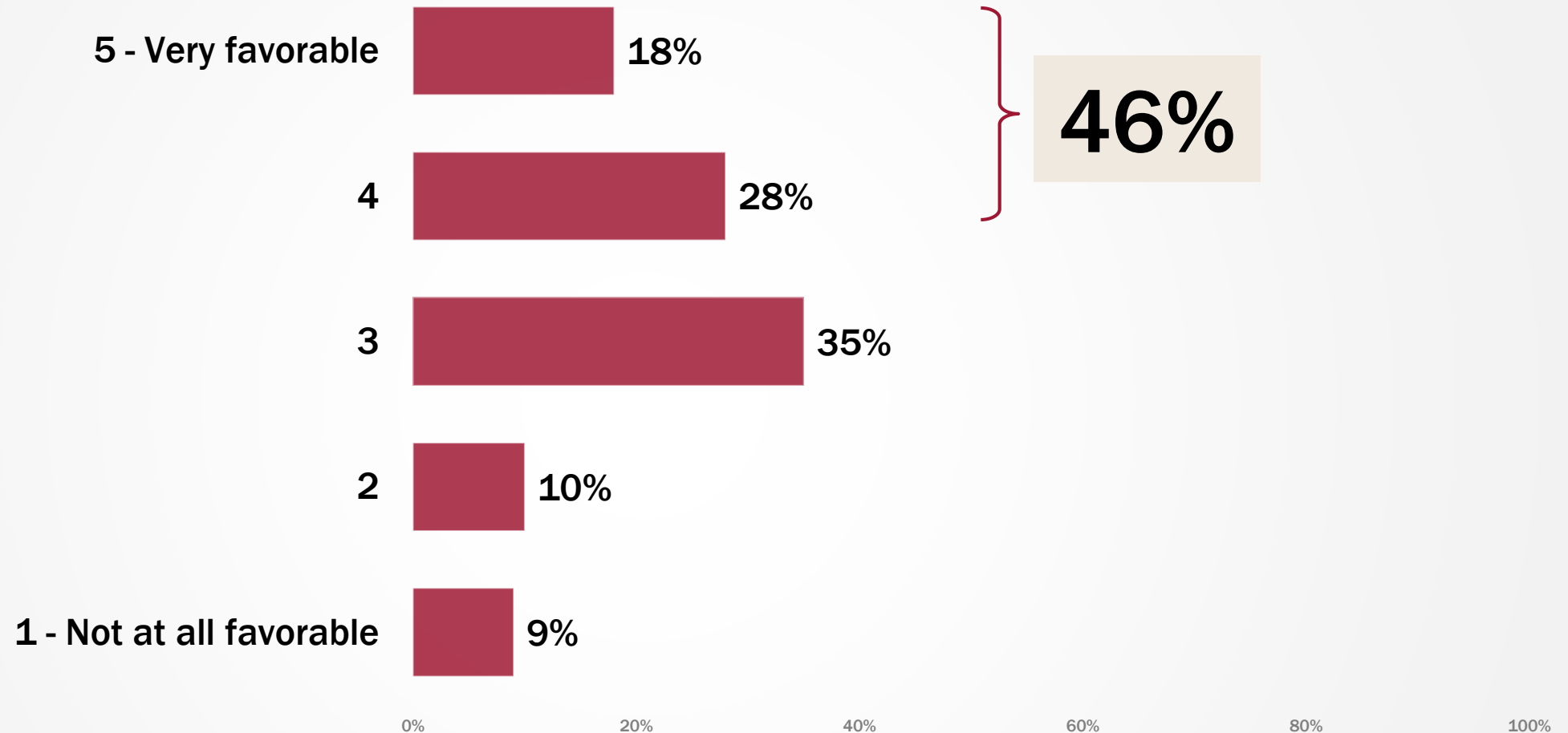
Respondents were then shown a quick description of Hampton Roads:

Hampton Roads is situated in the middle of the Eastern seaboard where the James, Nansemond and Elizabeth rivers pour into the mouth of the Chesapeake Bay. It is recognized as the 33rd largest Metropolitan Statistical Area (MSA) in the United States, eighth largest metro area in the Southeast United States and the second largest between Atlanta and Washington, DC. The region consists of cities that provide rural beauty as well as urban sophistication and varied recreational opportunities including beaches, festivals, historical sites, and more.

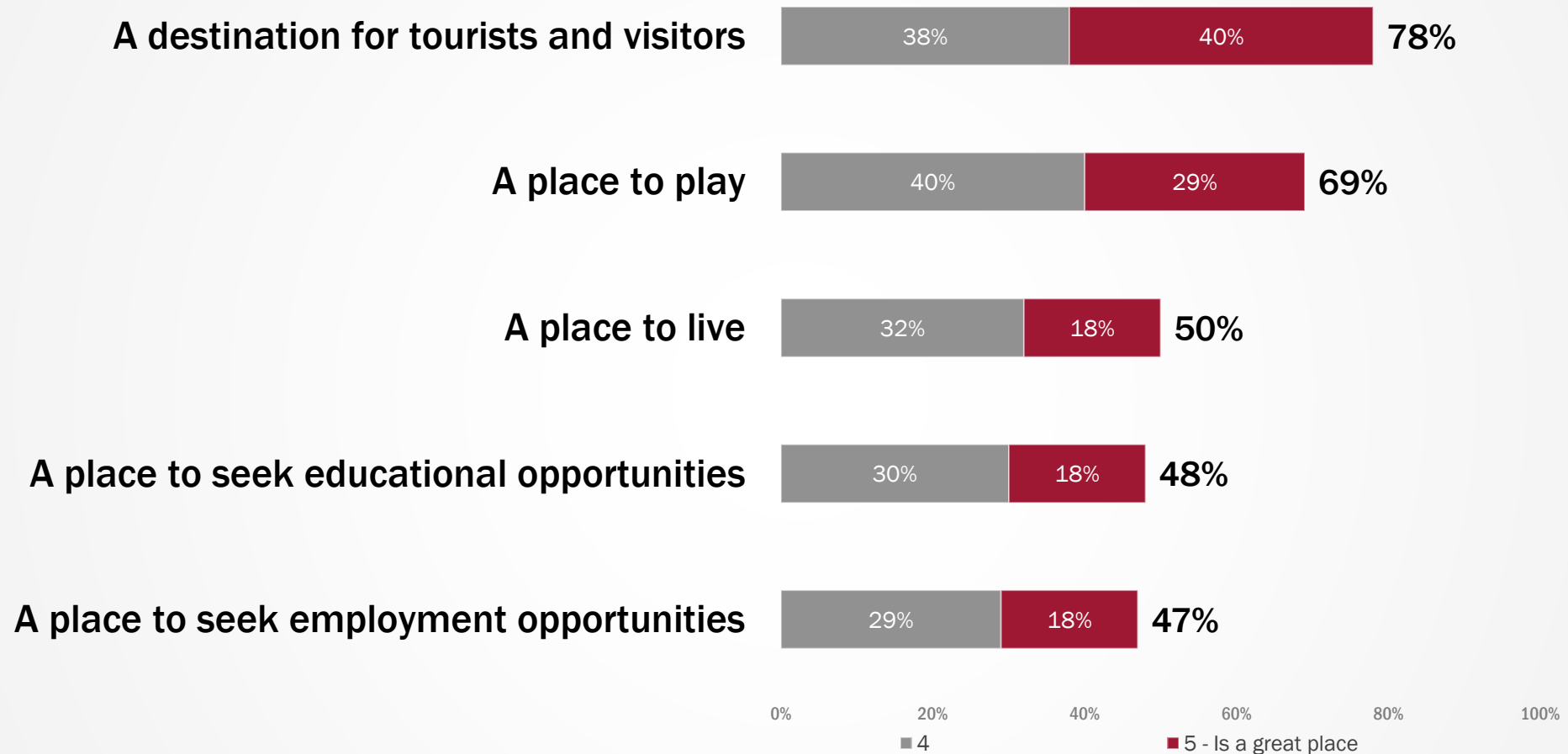
About half of respondents said they find a Hampton Roads vacation or getaway appealing



Almost half of respondents said they find Hampton Roads a favorable place to live

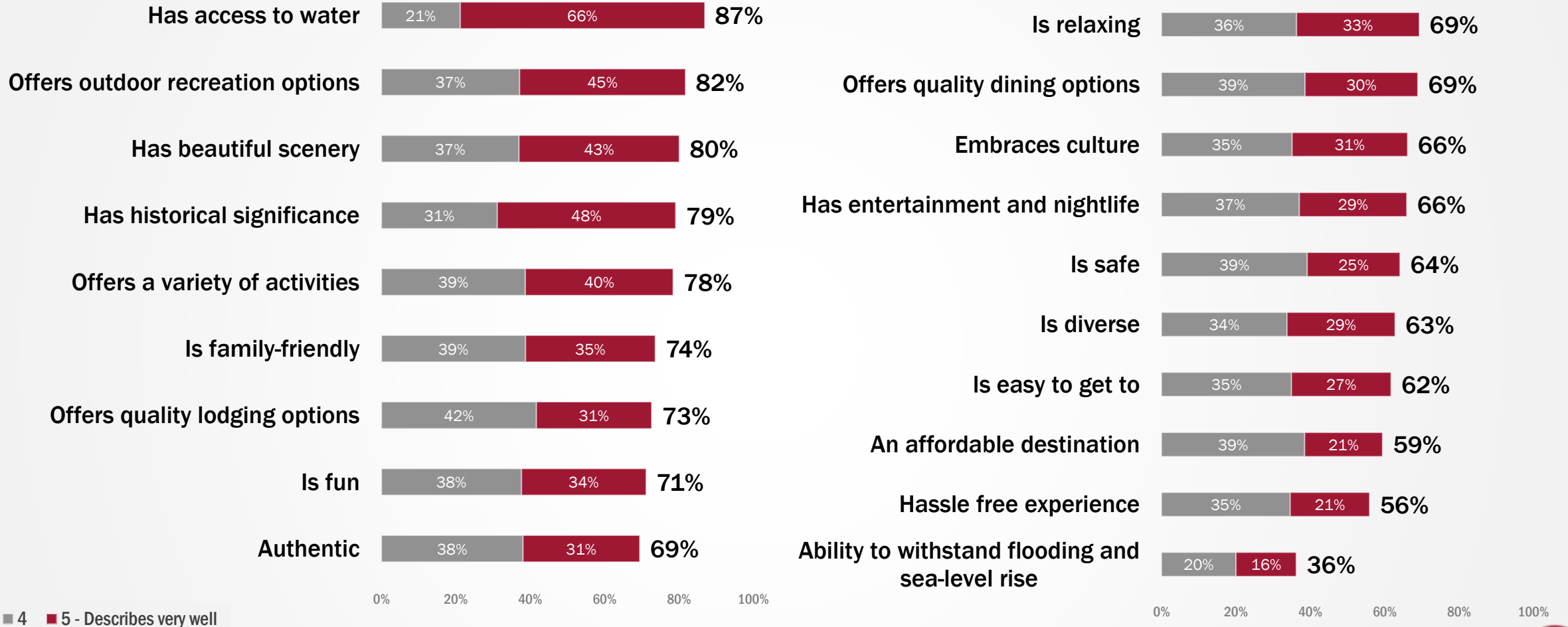


Prospective visitors feel that Hampton Roads is a great destination for tourists and visitors and to play, but are less sure about its other attributes



GAP ANALYSIS & OPPORTUNITY MAPPING

Respondents feel Hampton Roads would perform very well on being having access to water with lots of outdoor recreation options



■ 4 ■ 5 - Describes very well

0% 20% 40% 60% 80% 100%

0% 20% 40% 60% 80% 100%



Understanding gap analysis

Expectation vs. performance

The first step in identifying areas of opportunity is to look at **gap analysis**. This gathers ratings of what prospective visitors find important when it comes to the ideal vacation spot – their expectation.

The process then follows up by asking respondents how well they think those various attributes actually describe Hampton Roads – its performance.

$$\begin{array}{ccccc} \text{AVERAGE} & & \text{AVERAGE} & & \text{GAP} \\ \text{PERFORMANCE} & \div & \text{IMPORTANCE} & = & \text{SCORE} \\ \text{of attribute} & & \text{of attribute} & & \end{array}$$

GAP ANALYSIS:

Among the most important areas, those performing **below** expectations are safety, being an affordable destination, and being a hassle-free experience

ATTRIBUTE	IMPORTANCE AVERAGE	PERFORMANCE AVERAGE	GAP SCORE
Is safe	4.58	3.77	82%
Is fun	4.41	3.97	90%
Is relaxing	4.33	3.95	91%
An affordable destination	4.30	3.70	86%
Hassle-free experience	4.26	3.64	85%
Has beautiful scenery	4.26	4.18	98%
Offers quality lodging options	4.21	3.96	94%
Offers a variety of activities	4.11	4.13	100%
Offers quality dining options	4.07	3.92	96%
Is easy to get to	4.03	3.75	93%
Authentic	3.93	3.92	100%
Embraces culture	3.80	3.89	102%
Has access to water	3.74	4.48	120%
Is diverse	3.57	3.79	106%
Has historical significance	3.57	4.21	118%
Is family-friendly	3.55	4.02	113%
Offers outdoor recreation options	3.54	4.21	119%
Has entertainment and nightlife	3.49	3.85	110%
Ability to withstand sea-level rise	3.44	3.19	93%

100%
Perfect
alignment

Below 90%
Below
expectations

Above 100%
Above
expectations

Understanding Opportunity Mapping

- Similar to Gap Analysis, **OPPORTUNITY MAPPING** is another way to look at importance and performance attributes.
- Using a four-quadrant map, average Top 2 Box ratings for importance and performance for each attribute are mapped based off their relationship to overall question averages.



Attributes with:

1. Higher than average importance
2. Lower than average performance

=

your best
**GROWTH
OPPORTUNITIES**

VACATION ATTRIBUTES OPPORTUNITY MAP

↑
IMPORTANCE

Safety, hassle-free experience, affordability, and ease are highly important to prospective visitors but are they do not believe Hampton Roads can meet their expectations on those attributes.

BEST GROWTH OPPORTUNITY

- Is safe
- Hassle free experience
- An affordable destination
- Is easy to get to

REINFORCE

- Is fun
- Is relaxing
- Has beautiful scenery
- Offers quality lodging options
- Offers a variety of activities
- Offers quality dining options

VALUE-ADD SATISFIERS

- Embraces culture
- Is diverse
- Has entertainment and nightlife
- Ability to withstand flooding and sea-level rise

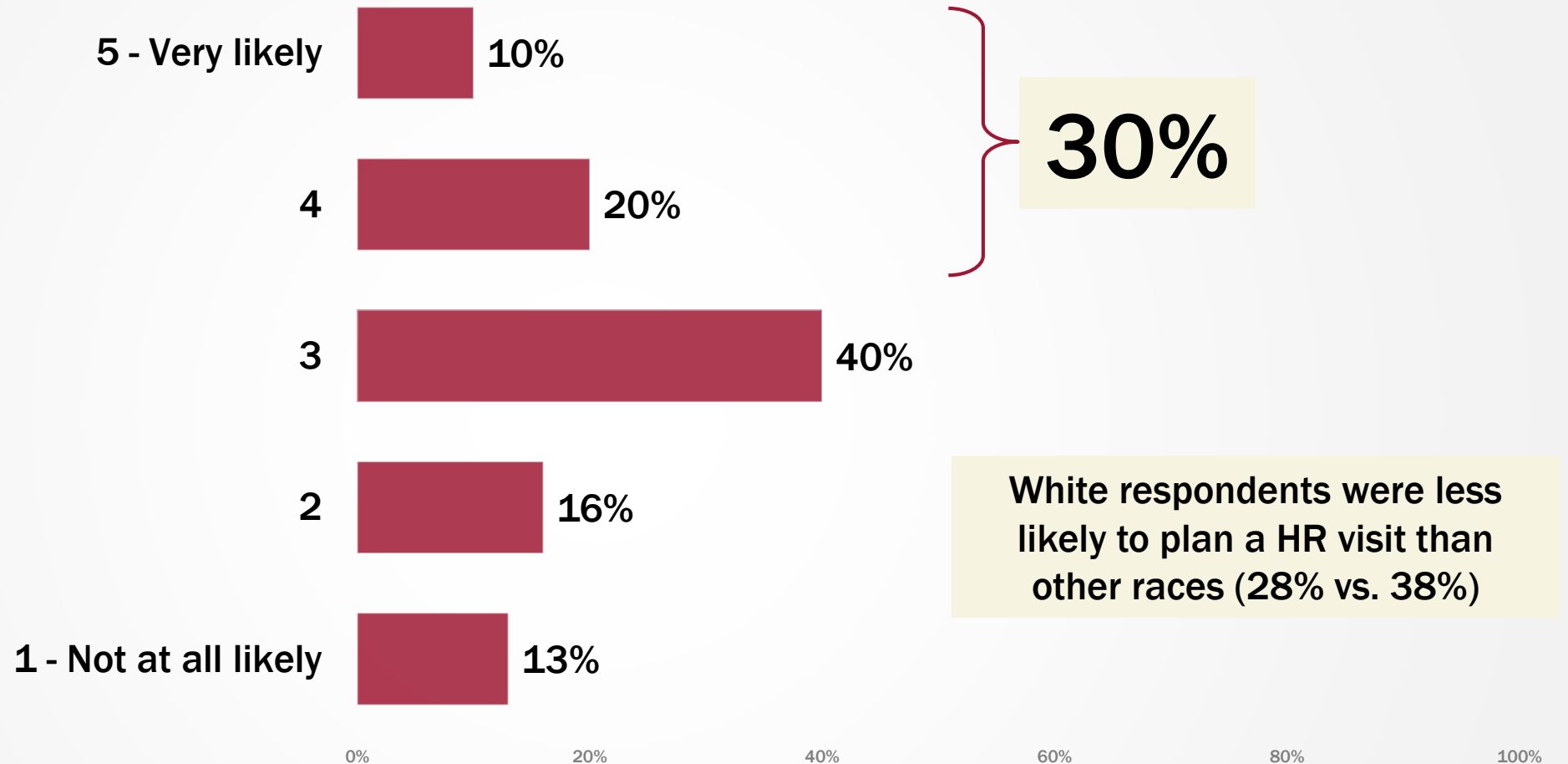
ALREADY WORKING

- Authentic
- Has access to water
- Has historical significance
- Offers outdoor recreation options
- Is family-friendly

→
PERFORMANCE

LIKELIHOOD TO VISIT

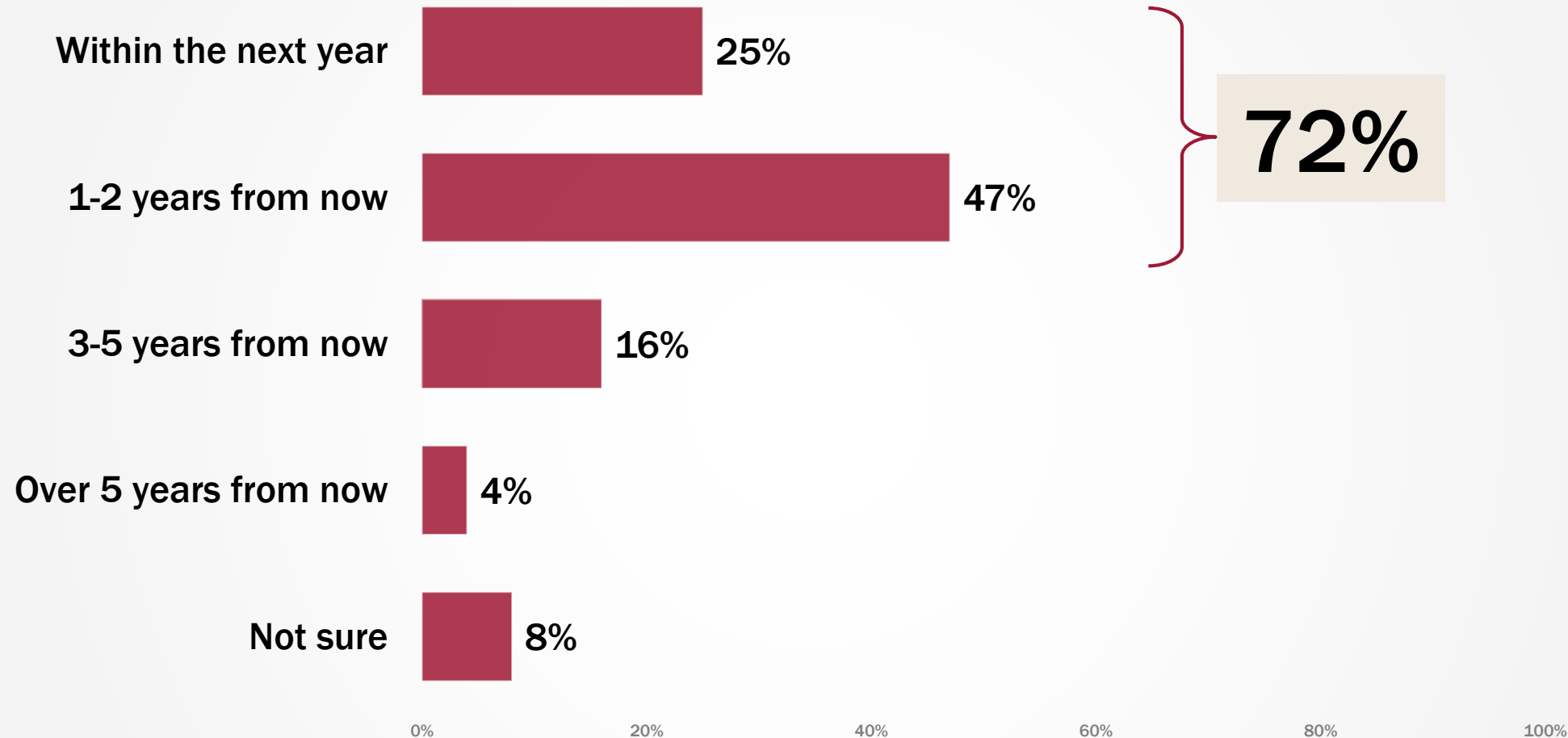
30% of respondents said they were likely to visit Hampton Roads for leisure in the future



Why are you not likely to visit?

- *“Don't like to travel, don't like ocean.”*
- *“Doesn't sound like a typical vacation that I take.”*
- *“Because there are other places I want to go then Virginia.. NO THANKS.”*
- *“I am not interested in the beach, nightlife, shopping.”*
- *“I would rather go somewhere farther away from where I live. I want to go to places I've never been before, and I've been to the region already.”*
- *“I think it is the two congested area... too many people.”*
- *“Just doesn't seem attractive other than Williamsburg and Jamestown.”*

Of those who are likely to visit Hampton Roads in the future, most predicted their visit would be within the next two years



NAMING EXPLORATION: FORMAL NAME

What is MaxDiff testing?

- MaxDiff (Maximum Difference) is an advanced survey research technique that is used to obtain preference and importance scores for multiple items.
- MaxDiff analysis is conducted by showing participants subsets of items from a list and having the respondent identify the best and worst or most and least preferred options from said list.
- For this survey, formal and informal potential regional names were presented to respondents through MaxDiff.

Example MaxDiff question:

(1 of 7) Of the following options, please choose your most and least preferred informal name for the region:

Most Preferred Informal Name

Least Preferred Informal Name



7 Cities



BayVA



HRVA



COVA



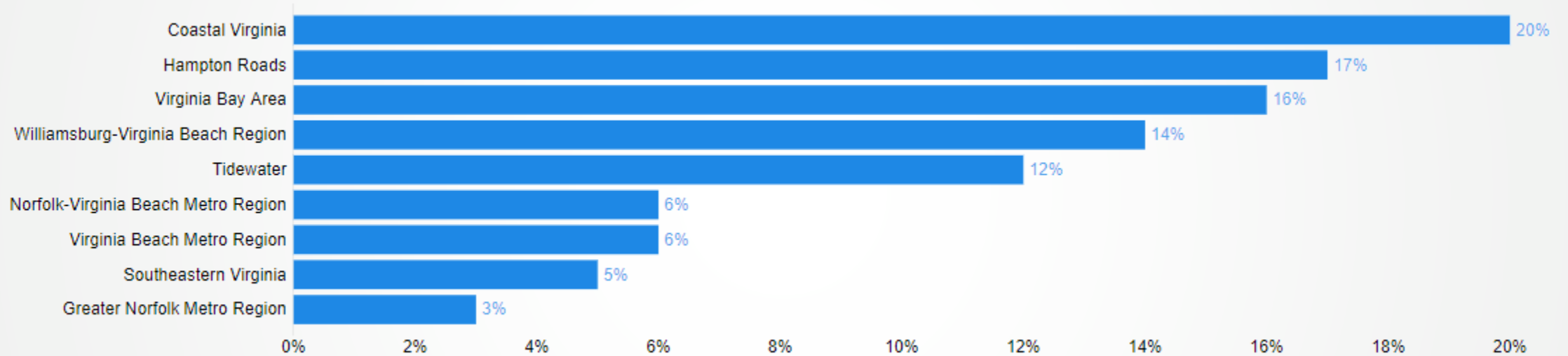
In this survey, each respondent received 7 most/least preferred subsets for each naming group. Overall, names were equally presented as options, although each individual respondent may not have seen each name an equal number of times. All naming options were seen at least once by each respondent.

Formal Name – Max Diff

ALL RESPONDENTS

PREFERENCE SHARE:

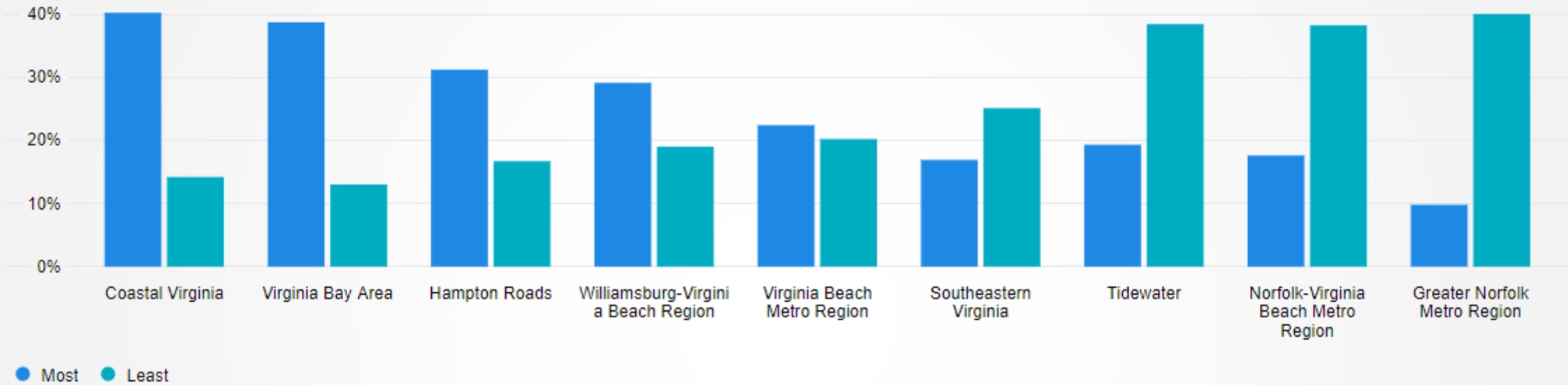
Coastal Virginia is the most preferred attribute and Greater Norfolk Metro Region is the least preferred.



Formal Name – Max Diff

ALL PROSPECTIVE VISITORS

FEATURE COUNTS:



When shown to respondents, **Coastal Virginia** is selected most preferred **40.2%** of the time while being selected least preferred **14.2%** of the time.

When shown to respondents, **Greater Norfolk Metro Region** is selected most preferred **9.8%** of the time while being selected least preferred **40%** of the time.

Formal Name – Preference Share

SEGMENTED BY AWARENESS & FAMILIARITY

	UNAWARE OF HAMPTON ROADS	AWARE BUT UNFAMILIAR WITH HAMPTON ROADS	FAMILIAR WITH HAMPTON ROADS
Coastal Virginia	24%	15%	13%
Hampton Roads	15%	23%	19%
Virginia Bay Area	19%	13%	7%
Williamsburg-Virginia Beach Region	13%	16%	13%
Tidewater	10%	13%	19%
Norfolk-Virginia Beach Metro Region	5%	6%	10%
Virginia Beach Metro Region	6%	5%	7%
Southeastern Virginia	5%	6%	6%
Greater Norfolk Metro Region	3%	3%	6%

Formal Name – Preference Share

SEGMENTED BY GENERATION

	Millennials (born 1983–1999)	Generation X (born 1965–1982)	Boomers and older (born prior to 1965)
Coastal Virginia	24%	21%	17%
Hampton Roads	15%	14%	22%
Virginia Bay Area	20%	17%	12%
Williamsburg-Virginia Beach Region	8%	13%	21%
Tidewater	13%	11%	11%
Norfolk-Virginia Beach Metro Region	5%	7%	6%
Virginia Beach Metro Region	6%	8%	4%
Southeastern Virginia	7%	4%	5%
Greater Norfolk Metro Region	4%	4%	2%

Millennial n = 246
 Gen X n = 189
 Boomer+ n = 235



Formal Name – Preference Share

SEGMENTED BY RACE

	White Respondents	Black Respondents	Other Minority Groups
Coastal Virginia	22%	14%	17%
Hampton Roads	16%	24%	18%
Virginia Bay Area	15%	17%	21%
Williamsburg-Virginia Beach Region	15%	12%	14%
Tidewater	12%	11%	7%
Norfolk-Virginia Beach Metro Region	5%	6%	8%
Virginia Beach Metro Region	5%	7%	8%
Southeastern Virginia	6%	3%	5%
Greater Norfolk Metro Region	3%	4%	4%

Formal Name – Preference Share

SEGMENTED BY LOCATION

	Near Market Respondents (VA, NC, MD, DC)	Far Market Respondents (WV, PA, NY)
Coastal Virginia	21%	20%
Hampton Roads	15%	20%
Virginia Bay Area	16%	17%
Williamsburg-Virginia Beach Region	15%	13%
Tidewater	12%	11%
Norfolk-Virginia Beach Metro Region	6%	5%
Virginia Beach Metro Region	5%	6%
Southeastern Virginia	6%	4%
Greater Norfolk Metro Region	3%	3%

Potential Regional Name: COASTAL VIRGINIA

What do you think of first when you hear the regional name “Coastal Virginia”?



Potential Regional Name:

COASTAL VIRGINIA

Why did you choose “Coastal Virginia” as your preferred regional name?

- *“It just sounds appealing to me. Coastal makes me think of the ocean & beaches which I love.”*
- *“It sounds like a good tourist name and says what it is.”*
- *“Easy to understand what it’s referring to.”*
- *“Because it's easy to understand for people not from Virginia.”*
- *“Clearly says what it is. Coastal infers the water, too.”*
- *“It makes me think of pretty scenic beaches.”*
- *“It seems the most descriptive without being a dumb acronym.”*
- *“It says exactly where it’s at and indicates several cities are involved.”*
- *“It’s the most appealing vacation type name and refreshing.”*
- *“This regional name helps me picture the coast, whereas the other names do not.”*
- *“It brings up thoughts of the water without being too wordy.”*

Potential Regional Name: HAMPTON ROADS

What do you think of first when you hear the regional name “Hampton Roads”?



Potential Regional Name: HAMPTON ROADS

Why did you choose “Hampton Roads” as your preferred regional name?

- *“This is the original name and known to most people so I think we should stick with it. It is an unusual and memorable name.”*
- *“It just sounds right. It fits. It sounds like a private secluded place. It's perfect.”*
- *“I think the name conveys a better idea of the historical nature of the entire area.”*
- *“I think it is the most inviting to a visitor option.”*
- *“Sounds historical and authentic.”*
- *“I say leave it like it is.”*
- *“It has an elegance about it the others do not have.”*
- *“It describes all of the area and is easy to remember.”*
- *“Historical significance - why change a good name to something artificial that no one has any idea what it is supposed to be.”*
- *“It's well established and understood.”*
- *“Why change, it has been that way MY entire life, that is what I know it as.”*
- *“Makes it sound upper class; makes it sound country.”*
- *“Makes it feel like it's a place I want see.”*
- *“I like the sound of it now that I know what it means.”*

Potential Regional Name: VIRGINIA BAY AREA

What do you think of first when you hear the regional name “Virginia Bay Area”?



NOTE: One regional name was randomly assigned to respondents for this question.

n = 90

Why did you choose “Virginia Bay Area” as your preferred regional name?

- *“It sounds nice, isn’t too long, complicated or confusing, and tells you what it is.”*
- *“It is the most descriptive and appealing, without being too formal or confusing.”*
- *“It feels the most accurate name of the area and highlights that it is near the water, showing that it could be a good vacation destination.”*
- *“It helps to know at least what state to make a vacation choice.”*
- *“I think it sounds the classiest and does not make you think of solely rural or urban.”*
- *“Clear about where it is and describes the area, similar to the San Francisco Bay area.”*

NOTE: Asked to those respondents who selected this name as their favorite choice for the region.

n = 84



Potential Regional Name: WILLIAMSBURG-VIRGINIA BEACH METRO REGION

What do you think of first when you hear the regional name “Williamsburg-Virginia Beach Metro Region”?



NOTE: One regional name was randomly assigned to respondents for this question.

n = 82

Why did you choose “Williamsburg-Virginia Beach Metro Region” as your preferred regional name?

- “Williamsburg for its history and then Virginia Beach for the beaches. History and beaches, you can't get any better than that!”
- “It represents the two known vacation spots.”
- “Most recognizable name for people who are from outside the area or the states surrounding it.”
- “Gives place name with more emphasis and says beach.”
- “Two areas in the region that have the most well-known attractions.”

NOTE: Asked to those respondents who selected this name as their favorite choice for the region.

n = 92

Potential Regional Name: TIDEWATER

What do you think of first when you hear the regional name “Tidewater”?



NOTE: One regional name was randomly assigned to respondents for this question.

n = 90

Why did you choose “Tidewater” as your preferred regional name?

- *“It just sounds like real place. The others were just very plain and unoriginal.”*
- *“I feel it is far more relatable than naming a specific city or an abbreviation that people may well not understand.”*
- *“Historical, sense of the sea and of rivers, a real word and not an acronym seems more authentic.”*
- *“That's the name that was used when I used to travel there in the late 1070's-early 1980's.”*
- *“Lots of water in that part of Virginia.”*
- *“Sounds more genuine. Less gimmicky.”*

NOTE: Asked to those respondents who selected this name as their favorite choice for the region.

n = 48

Potential Regional Name: NORFOLK-VIRGINIA BEACH METRO REGION

What do you think of first when you hear the regional name “Norfolk-Virginia Beach Metro Region”?



NOTE: One regional name was randomly assigned to respondents for this question.

n = 85

Why did you choose “Norfolk-Virginia Beach Metro Region” as your preferred regional name?

- *“It encompasses more area, so it is a more representative name.”*
- *“You know where you are going.”*
- *“The name seems to sum up the region.”*
- *“It includes the two biggest cities in the region.”*
- *“I feel it is the most descriptive of the area out of all of them.”*
- *“I can understand where it is.”*
- *“It tells me the most.”*

NOTE: Asked to those respondents who selected this name as their favorite choice for the region.

n = 23

Potential Regional Name: VIRGINIA BEACH METRO REGION

What do you think of first when you hear the regional name “Virginia Beach Metro Region”?



NOTE: One regional name was randomly assigned to respondents for this question.

n = 85

Why did you choose “Virginia Beach Metro Region” as your preferred regional name?

- “Tells exactly what you would find.”
- “Virginia Beach is well known and nice area.”
- “It tells you where it is, and the metro description helps you understand that it's not the countryside.”
- “Shows it has beach and metro area so can go into city at night and do beach in day.”
- “I chose it because it comprises the name of the state, beach, and metro.”
- “It seems to give more information about the location.”
- “Sums up the region, everyone has heard of Virginia Beach.”

NOTE: Asked to those respondents who selected this name as their favorite choice for the region.

n = 27

Potential Regional Name: SOUTHEASTERN VIRGINIA

What do you think of first when you hear the regional name “Southeastern Virginia”?



NOTE: One regional name was randomly assigned to respondents for this question.

n = 84

Why did you choose “Southeastern Virginia” as your preferred regional name?

- *“More people understand this terminology better.”*
- *“It seemed to describe the area best.”*
- *“It makes me think of a quiet and relaxing place”*
- *“The others are more coast-oriented, and they leave out large areas. Southeastern Virginia is a more inclusive name.”*
- *“It best describes it in a way that I will remember the region being discussed.”*
- *“Because it's inclusive of ALL the towns. Why use just one or two in the name, when there are SOOO many more in the area?”*

NOTE: Asked to those respondents who selected this name as their favorite choice for the region.

n = 27

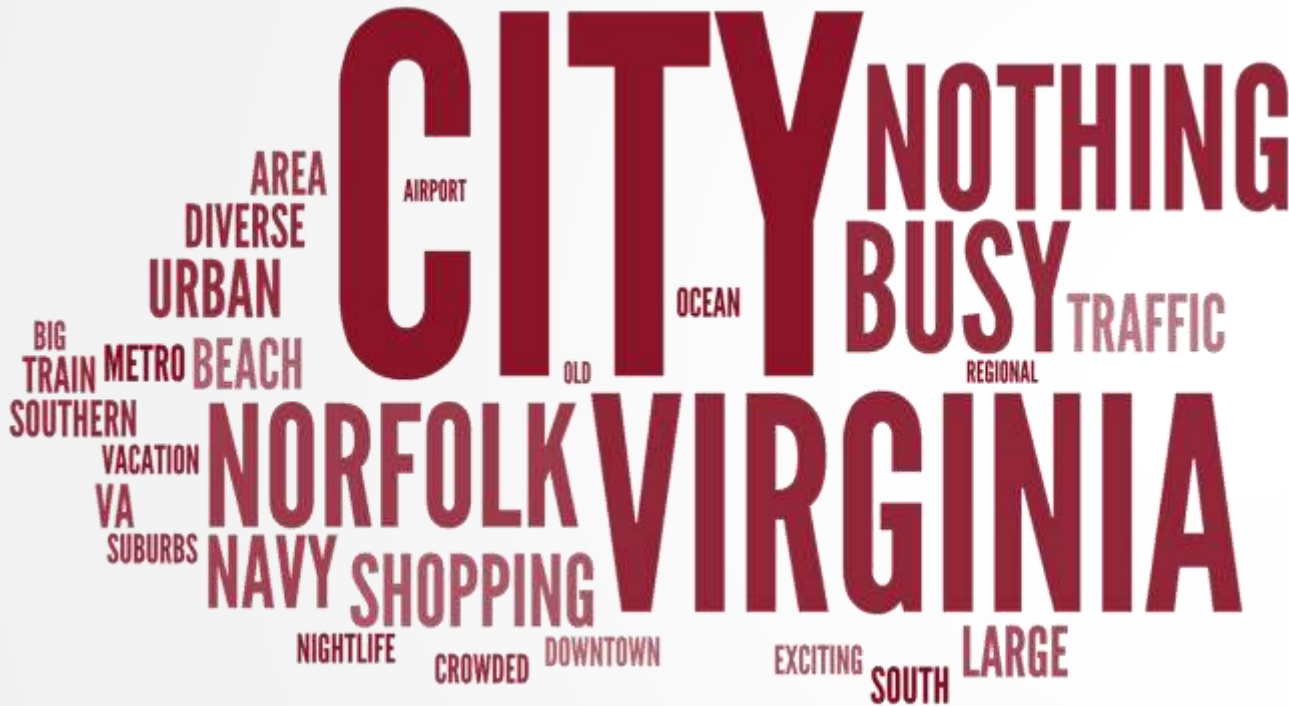


Potential Regional Name: GREATER NORFOLK METRO REGION

What do you think of first when you hear the regional name “Greater Norfolk Metro Region”?

Why did you choose “Greater Norfolk Metro Region” as your preferred regional name?

- “Makes the place seem interesting.”



NOTE: One regional name was randomly assigned to respondents for this question.

n = 82

NOTE: Asked to those respondents who selected this name as their favorite choice for the region.

n = 2



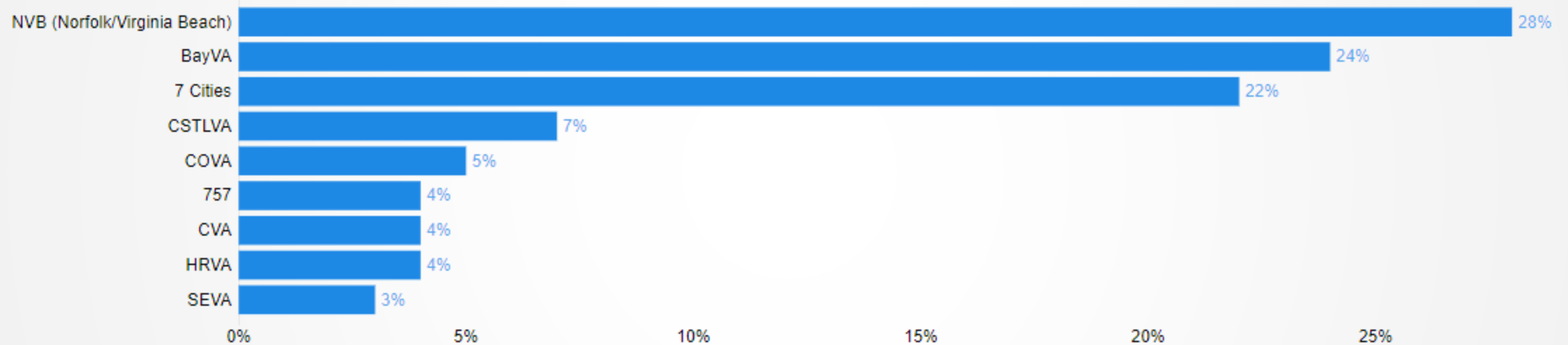
NAMING EXPLORATION: INFORMAL NAME

Informal Name – Max Diff

ALL RESPONDENTS

PREFERENCE SHARE:

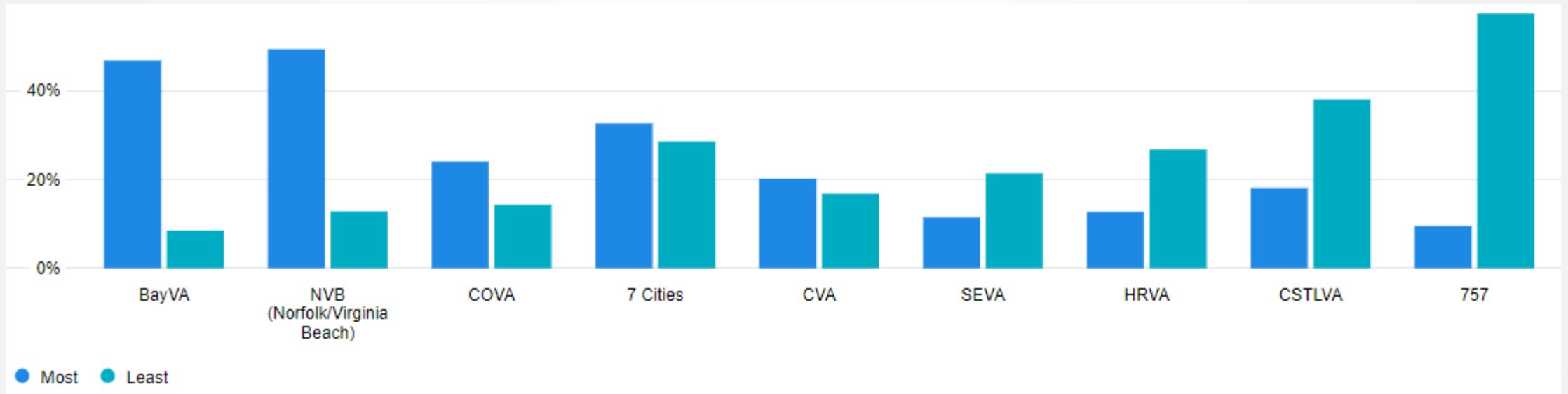
NVB (Norfolk/Virginia Beach) is the most preferred attribute and SEVA is the least preferred.



Informal Name – Max Diff

ALL PROSPECTIVE VISITORS

FEATURE COUNTS:



When shown to respondents, **BayVA** is selected most preferred **46.9%** of the time while being selected least preferred **8.5%** of the time

When shown to respondents, **757** is selected most preferred **9.5%** of the time while being selected least preferred **57.5%** of the time.

Informal Name – Preference Share

SEGMENTED BY GENERATION

	Millennials (born 1983–1999)	Generation X (born 1965–1982)	Boomers and older (born prior to 1965)
NVB (Norfolk/Virginia Beach)	21%	30%	31%
BayVA	25%	22%	25%
7 Cities	28%	21%	18%
CSTLVA	5%	6%	9%
COVA	5%	6%	5%
757	5%	7%	1%
CVA	4%	3%	4%
HRVA	3%	3%	5%
SEVA	3%	2%	2%

Millennial n = 179
 Gen X n = 168
 Boomer+ n = 237



Informal Name – Preference Share

SEGMENTED BY RACE

	White Respondents	Black Respondents	Other Minority Groups
NVB (Norfolk/Virginia Beach)	28%	25%	34%
BayVA	25%	19%	18%
7 Cities	22%	26%	20%
CSTLVA	8%	4%	5%
COVA	5%	5%	5%
757	3%	10%	5%
CVA	4%	4%	5%
HRVA	3%	6%	3%
SEVA	3%	2%	4%

Informal Name – Preference Share

SEGMENTED BY LOCATION

	Near Market Respondents (VA, NC, MD, DC)	Far Market Respondents (WV, PA, NY)
NVB (Norfolk/Virginia Beach)	29%	27%
BayVA	24%	23%
7 Cities	19%	25%
CSTLVA	7%	7%
COVA	5%	5%
757	4%	4%
CVA	4%	4%
HRVA	5%	2%
SEVA	3%	3%

Potential Regional Name: NVB

What do you think of first when you hear the regional name “NVB”?



NOTE: One regional name was randomly assigned to respondents for this question.

n = 68

Why did you choose “NVB” as your preferred regional name?

- “NVB is short, is easy to say and remember and includes two of the biggest attractions in the area.”
- “I want to see where I am going and having beach in the name makes it more appealing.”
- “The regions are clearly spelled out and it doesn't hurt to have the word "beach" in the name.”
- “It's short without being overly cute, and it's descriptive in a way that outsiders can actually understand.”
- “I just think it fits better than all the rest. Some are very confusing.”

NOTE: Asked to those respondents who selected this name as their favorite choice for the region.

n = 50



Potential Regional Name: BayVA

What do you think of first when you hear the regional name “BayVA”?



NOTE: One regional name was randomly assigned to respondents for this question.

n = 69

Why did you choose “BayVA” as your preferred regional name?

- “It’s catchy.”
- “I like how it rolls off the tongue.”
- “I like the sound.”
- “It’d look nice on a bumper sticker.”
- “It’s easy to write out and say, short and easy to remember and describes the area well.”

NOTE: Asked to those respondents who selected this name as their favorite choice for the region.

n = 6

Potential Regional Name: 7 Cities

What do you think of first when you hear the regional name “7 Cities”?

NOTHING



NOTE: One regional name was randomly assigned to respondents for this question.

n = 74

Why did you choose “7 Cities” as your preferred regional name?

- *“It feels organic, locally derived vs. forced by an ad campaign.”*
- *“I like the alliteration and it expresses several options within the same area.”*
- *“It is short and memorable. Gives information without being wordy.”*
- *“It gives you the idea there are 7 different cities to visit.”*
- *“It’s easy to write out and say, short and easy to remember and describes the area well.”*

NOTE: Asked to those respondents who selected this name as their favorite choice for the region.

n = 36

Potential Regional Name: CVA

What do you think of first when you hear the regional name “CVA”?



NOTE: One regional name was randomly assigned to respondents for this question.

n = 71

Why did you choose “CVA” as your preferred regional name?

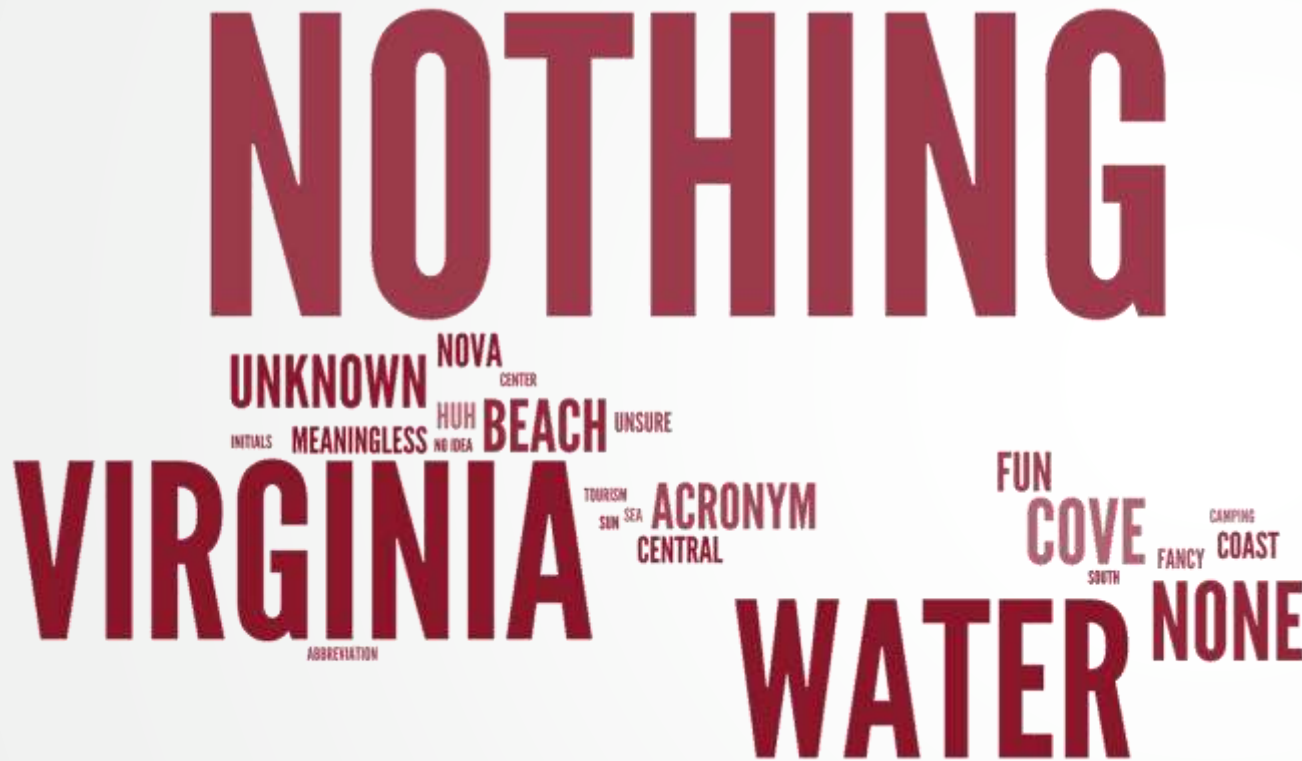
- *“It is easy to mention and remember.”*
- *“Simple and laconic.”*
- *“Easy to remember.”*
- *“Short and sweet.”*
- *“Simple and once people know what it stands for, it will be easy to remember.”*
- *“Short and easy to pronounce.”*

NOTE: Asked to those respondents who selected this name as their favorite choice for the region.

n = 1

Potential Regional Name: COVA

What do you think of first when you hear the regional name “COVA”?



Why did you choose “COVA” as your preferred regional name?

- “It sounds cooler to me. Like New Orleans is NOLA, might as well call the eastern shore of Virginia Cova.”
- “I like that it stands for Coastal Virginia and COVA rolls off the tongue nicely.”
- “It’s short and easy to say and I like the combo of coast and Virginia.”
- “Easy to remember and sounds like ‘cove.’”
- “It’s simple. You can speak the abbreviation quickly.”

Potential Regional Name: 757

What do you think of first when you hear the regional name “757”?



Why did you choose “757” as your preferred regional name?

- *“I’m sure that's the area code...”*
- *“It’s easy to remember and it's catchy.”*
- *“It's short and it has a nice ring to it.”*
- *“Cool reference.”*
- *“Flows better.”*

Potential Regional Name: CSTLVA

What do you think of first when you hear the regional name “CSTLVA”?



Why did you choose “CSTLVA” as your preferred regional name?

- “Sounds cool.”

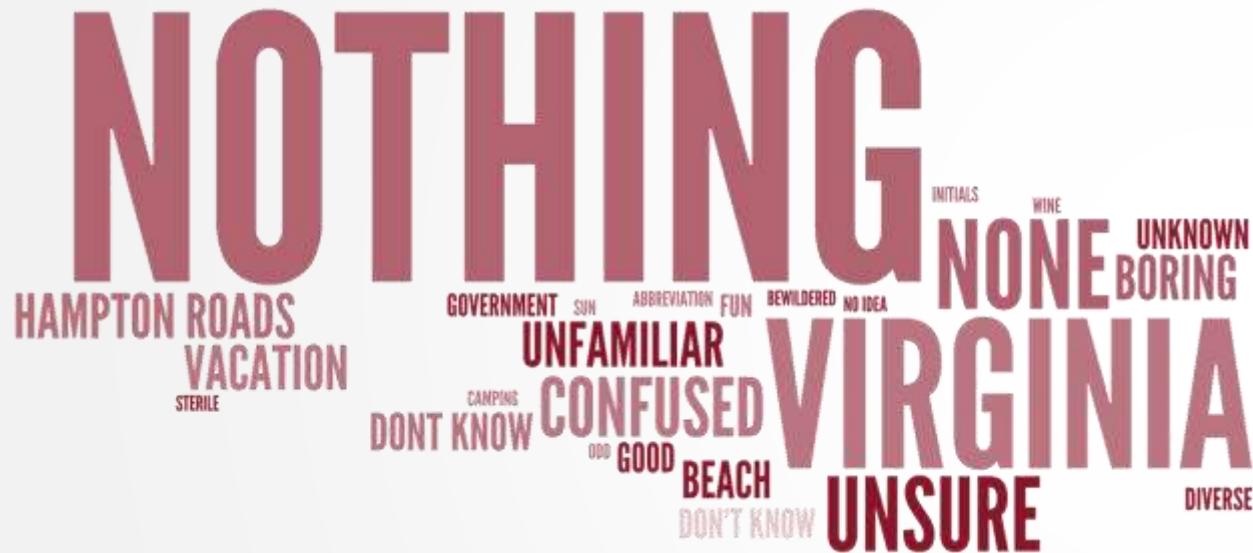
NOTE: One regional name was randomly assigned to respondents for this question.

NOTE: Asked to those respondents who selected this name as their favorite choice for the region.



Potential Regional Name: HRVA

What do you think of first when you hear the regional name “HRVA”?



Why did you choose “HRVA” as your preferred regional name?

- “Classy”

Potential Regional Name: SEVA

What do you think of first when you hear the regional name "SEVA"?



NOTE: One regional name was randomly assigned to respondents for this question.

n = 74

Why did you choose "SEVA" as your preferred regional name?

- *"It's a modern abbreviation for Seven Cities, and the other terms tend to generalize as the entire Virginia Coast."*
- *"The abbreviation means something, and the pronunciation echoes 'seven", in relation to the "seven cities'."*

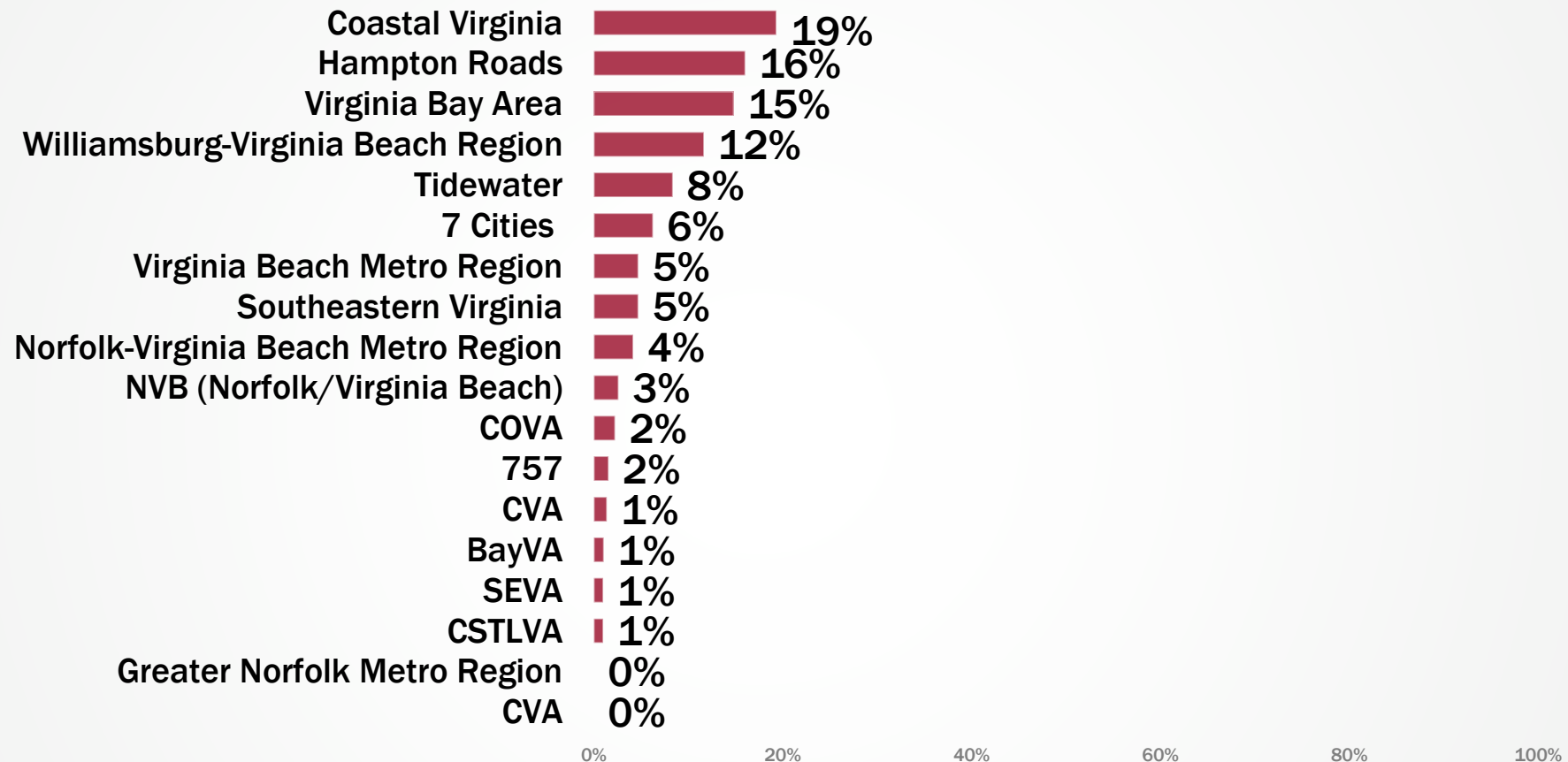
NOTE: Asked to those respondents who selected this name as their favorite choice for the region.

n = 7



**NAMING EXPLORATION:
FAVORITE OVERALL NAME**

When considering both formal and informal names for the region, Coastal Virginia, Hampton Roads, and Virginia Bay Area are the favorites

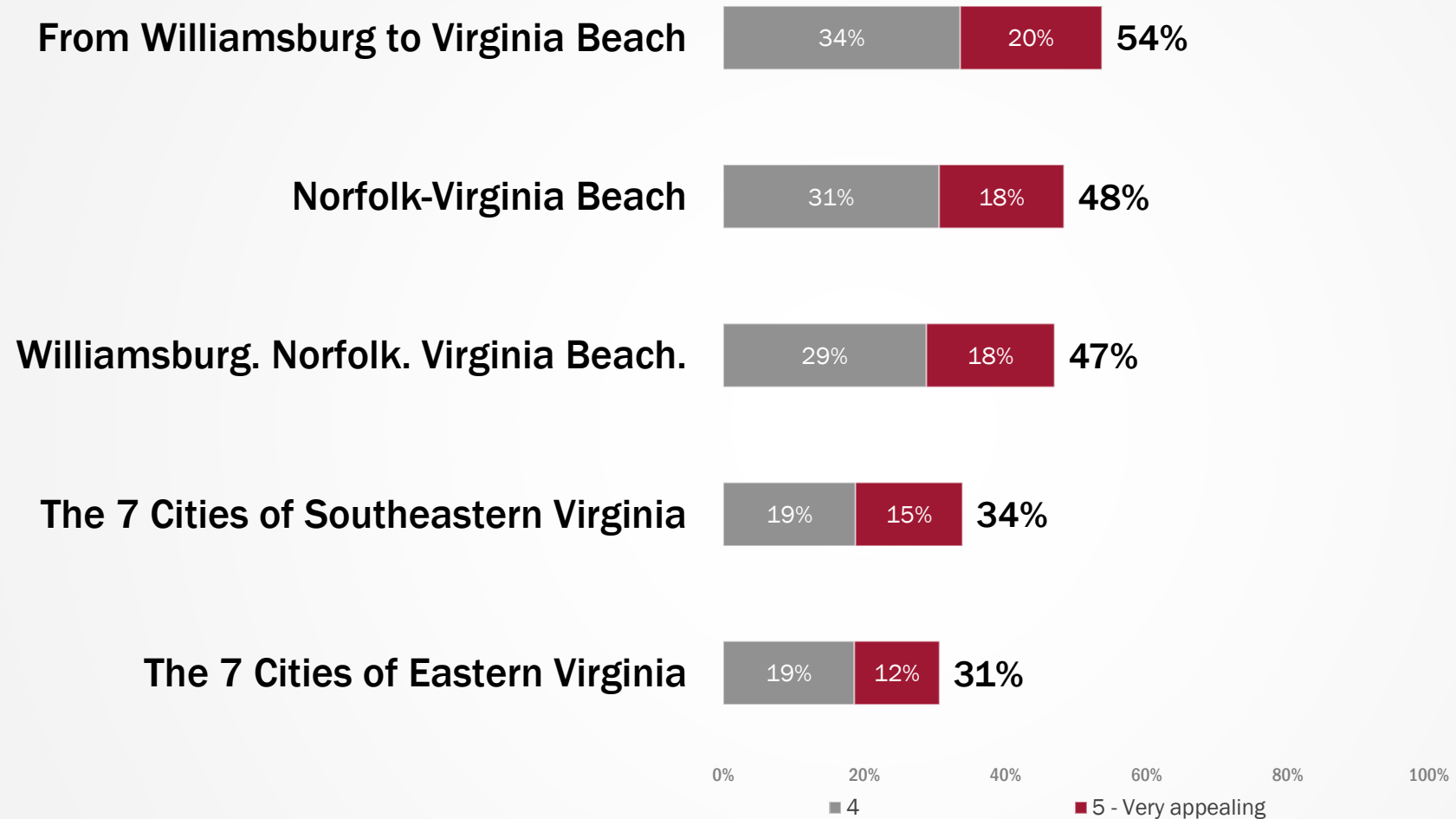


Additional naming suggestions from respondents:

- Vary Virginia (a play on "various" and "very")
- Valantis = Virginia + Atlantis?
- Atlantic Corner
- Bay Area Coastal Towns
- Bay beach
- Bay Cove
- Big 7
- Coastal counties
- coastline
- Confederate VA
- CoVaBay (CVB)
- Greater coastal Virginia
- Greater Virginia Beach Area
- Hampton Beach
- Hamptons Bay region
- Colonial Bay Area
- Ocean View Virginia
- Rivers run Virginia
- Seaview Virginia
- SEVB
- SOUTH VA
- The Coastal Hamptons
- The PULSE Virginia or PULSE
- Tidal Virginia
- VACO
- Virginia Bays, Virginia Rivers Bay
- Virginia by the sea
- Virginia metro beachside
- Williamsburg Sands

TAGLINES

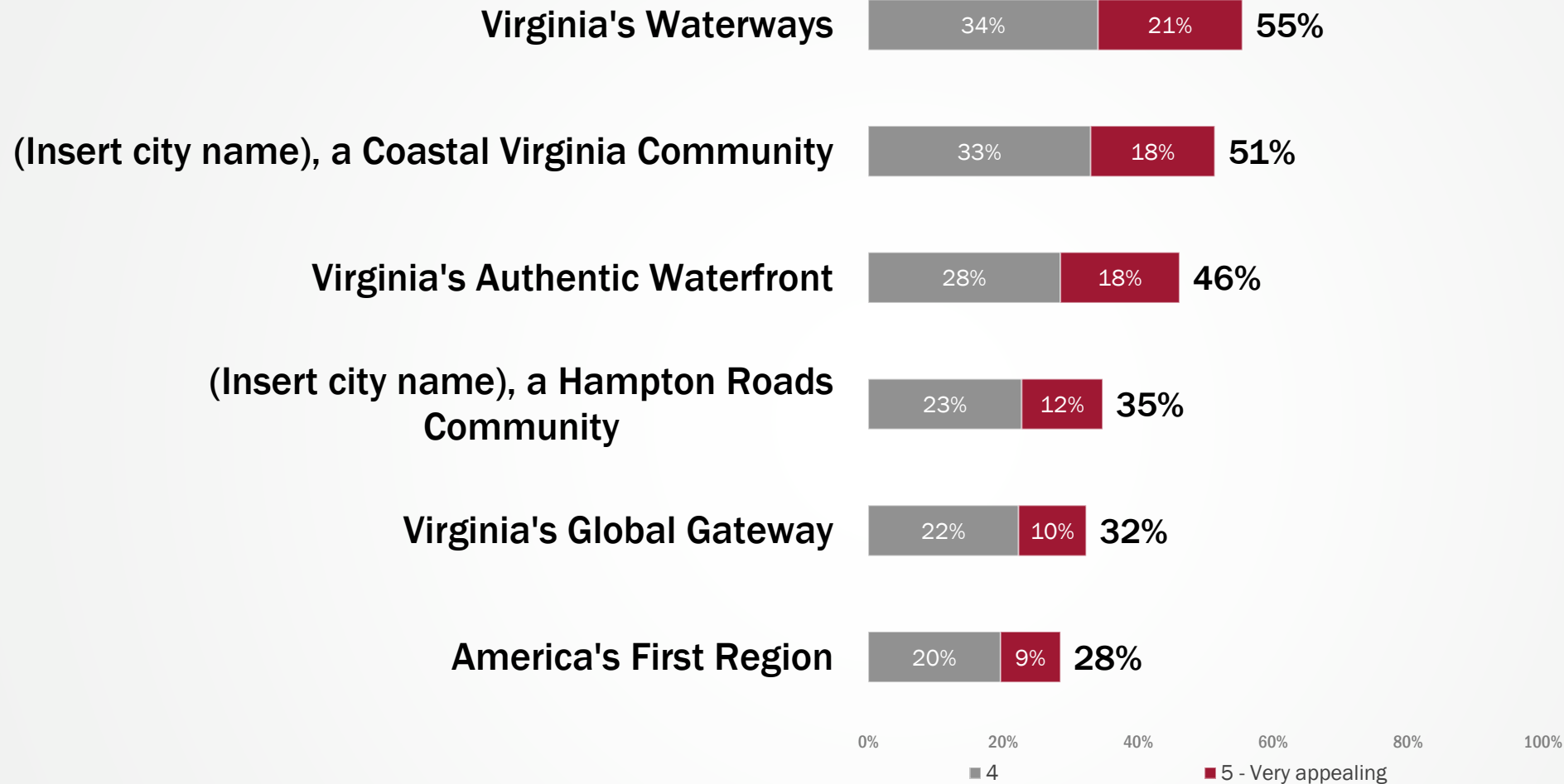
“From Williamsburg to Virginia Beach” was the most appealing geographic tagline to prospective visitor respondents



Q47. How appealing are each of these geographic taglines?
 Note: “Don’t know” responses were removed from this data set.



“Virginia’s Waterways” is the most appealing non-geographic taglines to prospective visitor respondents



Q48. Below are some current and potential non-geographic taglines. How appealing are each of the following?
 Note: “Don’t know” responses were removed from this data set.

n = varies





**For more information about this research study
please contact John W. Martin at SIR:**

john.martin@sirhq.com

804-358-8981