

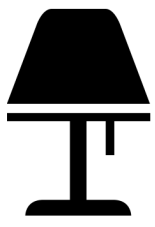
# Travelers to Virginia 2015

Travelers to Virginia spend on average:



**\$520**

per trip



**3.7**

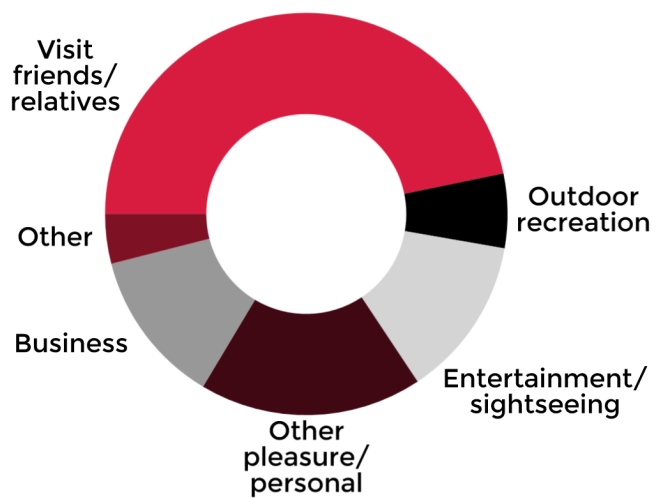
**Nights**



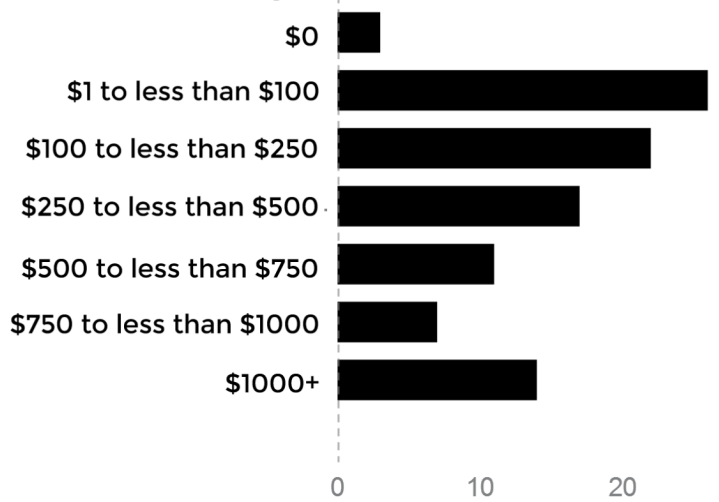
## Top Activities:

- Visiting friends and family
- Shopping
- Historic sites/churches
- Fine dining
- Sightseeing
- Museums
- Beach
- National and state parks
- Old homes/mansions
- Art galleries
- Gardens

## Primary Purpose of Trip



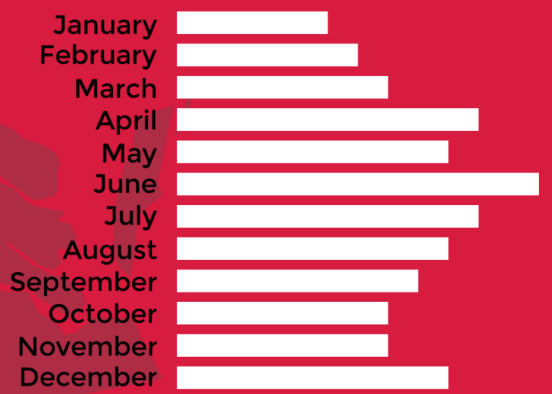
## Travel Party Spending



## Top Attractions

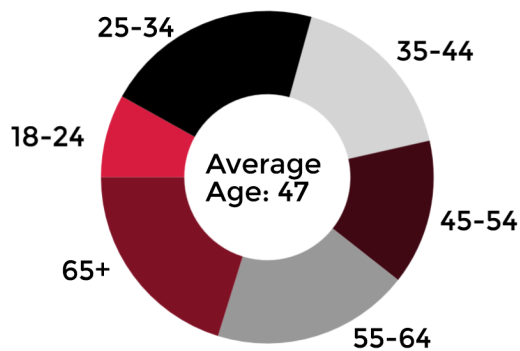
- Blue Ridge Parkway
- Appalachian Trail
- Civil War Trail
- Skyline Drive
- Chesapeake Bay Bridge-Tunnel
- Colonial Williamsburg
- Busch Gardens
- The Crooked Road
- Tyson's Corner Mall
- Arlington National Cemetery

## Month of Travel



64% of travelers are married

Average travel party size is 2.6



## Planning Sources



Use information from friends and relatives.



Use destination(10%), travel provider (9%), or full service (7%) travel websites.

## Travel Party Origin



- Virginia
- North Carolina
- Maryland
- Pennsylvania
- Florida
- New York
- Ohio
- New Jersey

## Planning Time



26% considered visiting Virginia less than 2 weeks before their visit

41% considered visiting Virginia less than 4 weeks before their visit



**76%**  
travel by car



**10%**  
travel by plane