Travel to Virginia

Average travel party spending:
- $559 per trip
- 2.3 Nights

Top Activities:
- Visiting relatives 26%
- Shopping 22%
- Rural sightseeing 13%
- Fine dining 12%
- Historic Sites/Churches 11%
- Beach 9%
- Urban sightseeing 8%
- State park/Monuments 8%

Primary Purpose of Trip
- Visit Friends/relatives 49%
- Business 10%
- Other pleasure/personal 13%
- Entertainment/sightseeing 18%
- Other 2%
- Outdoor recreation 6%

Travel Party Spending
- $0 4%
- $1 to less than $100 26%
- $100 to less than $250 22%
- $250 to less than $500 17%
- $500 to less than $750 11%
- $750 to less than $1000 6%
- $1000+ 15%

Travel Party Origin by State
- VA 31%
- NC 14%
- MD 8%
- PA 7%
- NY 5%
- FL 4%
- WV 4%
- NJ 3%
- GA 3%
- SC 3%

Planning Time
- 4% consider visiting Virginia less than a month before their visit
- 52% decide visiting Virginia less than a month before their visit

Planning Sources
- 18% Search engine
- 10% Destination website
- 10% Travel provider website (airline, hotel etc)
- 8% Full service website (Expedia, Travelocity etc)
- 28% Use information from friends and relatives

Planning Party Size
- 64% Married
- 27% Traveling with Children
- Average travel party size 2.6

Average household income of 100K or more 42%

Average Age: 47

Month of Travel
- January 6%
- February 4%
- March 5%
- April 5%
- May 7%
- June 12%
- July 10%
- August 4%
- September 7%
- October 7%
- November 9%
- December 9%

Travel by owned auto or rental cars 86%
- 8% Travel by plane

Source: TNS - TravelT rakAmerica, FY2018 (N=2,487)

ALL TRAVEL PROFILE TO VIRGINIA