Average travel party spending:
- $893 per trip
- 2.0 Nights

Primary Purpose of Trip

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference/Trade show</td>
<td>17%</td>
</tr>
<tr>
<td>Conventional Meeting</td>
<td>9%</td>
</tr>
<tr>
<td>Internal Business</td>
<td>6%</td>
</tr>
<tr>
<td>Customer Meeting</td>
<td>3%</td>
</tr>
<tr>
<td>Sales/Marketing</td>
<td>3%</td>
</tr>
<tr>
<td>Other/General Business</td>
<td>38%</td>
</tr>
</tbody>
</table>

Top Activities:
- Fine dining: 16%
- Historic sites/churches: 11%
- Shopping: 10%
- Visiting friends: 9%
- Urban sightseeing: 9%
- Museums: 8%
- Rural sightseeing: 8%
- Visiting relatives: 6%
- State parks/museums: 6%
- Art galleries: 6%

Travel Party Spending

<table>
<thead>
<tr>
<th>Spending Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0</td>
<td>0%</td>
</tr>
<tr>
<td>$1 to less than $50</td>
<td>21%</td>
</tr>
<tr>
<td>$50 to less than $250</td>
<td>16%</td>
</tr>
<tr>
<td>$250 to less than $500</td>
<td>10%</td>
</tr>
<tr>
<td>$500 to less than $750</td>
<td>8%</td>
</tr>
<tr>
<td>$750 to less than $1000</td>
<td>13%</td>
</tr>
<tr>
<td>$1000+</td>
<td>24%</td>
</tr>
</tbody>
</table>

Travel Party Origin by State

- VA: 23%
- NC: 10%
- CA: 9%
- GA: 6%
- MD: 5%
- NY: 4%
- OH: 3%
- WV: 3%
- FL: 3%
- CA: 2%

Planning Sources

- Search engine: 18%
- Corporate travel department: 15%
- Travel provider website (airline, hotel): 17%
- Destination website: 10%

Planning Time

- 62% Travel by own auto or rental car
- 23% Travel by plane

Month of Travel

- January: 6%
- February: 4%
- March: 4%
- April: 11%
- May: 10%
- June: 9%
- July: 8%
- August: 4%
- September: 8%
- October: 8%
- November: 4%
- December: 4%

Source: TNS - TravelT rakAmerica, FY2018 (N=252)