**History**

Average travel party spending:

- **$1,116** per trip
- **3.5 Nights**

Top Activities:

- Historic sites/Churches: 84%
- Museums: 42%
- Old homes/Mansions: 40%
- Shopping: 37%
- Rural sightseeing: 29%
- Fine dining: 27%
- State parks/Monuments: 27%
- Visiting relatives: 25%
- National parks/Monuments: 24%
- Urban sightseeing: 24%

Primary Purpose of Trip:

- Visit friends/relatives: 36%
- Other pleasure/personal: 13%
- Business: 7%
- Other: 5%
- Entertainment/Agriculture: 20%
- Outdoor recreation: 8%

Travel Party Spending:

- $0: 2%
- $1 to less than $100: 10%
- $100 to less than $250: 11%
- $250 to less than $500: 13%
- $500 to less than $750: 18%
- $750 to less than $1000: 10%
- $1000+: 36%

Travel Party Origin by DMA:

- Washington, DC (Hagerstown): 14%
- New York: 8%
- Baltimore: 5%
- Philadelphia: 5%
- Richmond-Petersburg: 5%
- Dallas-Ft. Worth: 4%
- Johnstown-Altoona: 3%
- Boston (Manchester): 2%
- Clarksville-Western: 2%
- Houston: 2%

Travel Party Origin by State:

- VA: 22%
- MD: 9%
- NY: 8%
- PA: 7%
- NC: 7%
- WY: 5%
- TX: 5%
- FL: 4%
- SC: 3%
- TN: 3%

Planning Sources:

- Search engine: 30%
- Destination website: 25%
- Travel provider website (airline, hotel, etc.): 17%
- Travel review websites (TripAdvisor, Yelp, etc.): 14%

Planning Time:

- 30% consider visiting Virginia less than a month before their visit
- 40% decide visiting Virginia less than a month before their visit

Month of Travel:

- January: 3%
- February: 3%
- March: 8%
- April: 12%
- May: 11%
- June: 12%
- July: 10%
- August: 9%
- September: 8%
- October: 8%
- November: 8%
- December: 8%

**81%** Travel by owned auto or rental cars

**9%** Travel by plane

Source: TNS - TravelT rackAmerica, FY2018 (N=356)
Includes activities of historic sites/churches and old homes/mansions.

**HISTORY TRAVEL PROFILE TO VIRGINIA**