Travel to Virginia

Average travel party spending:
- $571 per trip
- 2.4 Nights

Top Activities
- Visiting relatives: 27%
- Shopping: 21%
- Historic Sites/Churches: 15%
- Visiting friends: 14%
- Museums: 13%
- Fine Dining: 13%
- Rural sightseeing: 10%
- National Park/Monuments: 9%
- Urban sightseeing: 9%
- Beach: 8%

Primary Purpose of Trip
- Visit friends/relatives: 48%
- Business: 11%
- Personal business: 12%
- Other purpose/personal: 13%
- Entertainment/ sightseeing: 7%
- Outdoor recreation: 7%
- Other: 7%

Travel Party Spending
- $0: 3%
- $1 to less than $100: 22%
- $100 to less than $250: 17%
- $250 to less than $500: 11%
- $500 to less than $750: 7%
- $750 to less than $1000: 7%
- $1000+: 15%

Travel Party Origin by State
- VA: 35%
- NC: 9%
- MD: 8%
- SC: 6%
- NY: 6%
- NJ: 4%
- FL: 3%
- WV: 3%
- MI: 2%

Average Age: 47
- 18-24: 18%
- 25-34: 19%
- 35-44: 22%
- 45-54: 16%
- 55-64: 10%

Month of Travel
- January: 6%
- February: 5%
- March: 11%
- April: 8%
- May: 8%
- June: 10%
- July: 10%
- August: 10%
- September: 8%
- October: 7%
- November: 8%
- December: 6%

Use information from friends and relatives.

Search engine: 17%
Destination website: 9%
Travel provider website (airline, hotel etc): 10%
Online full service website (Expedia, Travelocity etc): 7%

Planning Sources

Planning Time
- 46% consider visiting Virginia less than a month before their visit
- 54% decide visiting Virginia less than a month before their visit

82% Travel by owned auto or rental cars
11% Travel by plane