Average travel party spending:

- $571 per trip
- 2.4 Nights

Primary Purpose of Trip

- 48% Visit friends/relatives
- 13% Entertainment/Sightseeing
- 12% Other (pleasure/personal)
- 11% Business
- 7% Outdoor recreation
- 3% Other

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%

Travel Party Spending

- $0: 3%
- $1 to less than $100: 15%
- $100 to less than $250: 77%
- $250 to less than $500: 7%
- $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%
- DE: 6%
- NY: 6%
- NJ: 3%
- FL: 3%
- WV: 3%
- SC: 3%
- CA: 2%

Planning Sources

- 27% Search engine
- 10% Travel provider website (airline, hotel, etc.)
- 9% Destination website
- 7% Online full service website (Expedia, Travelocity, etc.)
- 17% Use information from friends and relatives

Planning Time

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

Month of Travel

- January: 6%
- February: 5%
- March: 3%
- April: 2%
- May: 2%
- June: 10%
- July: 11%
- August: 10%
- September: 8%
- October: 7%
- November: 6%
- December: 2%

Travel by own car or rental cars: 82%
Travel by plane: 11%

Source: TNS - TravelTrackAmerica, FY2019 (N=3,256)