Average travel party spending:

- $909 per trip
- 3.2 Nights

Top Activities

- Historic Sites/Churches: 52%
- Museums: 46%
- Shopping: 45%
- Visiting relatives: 23%
- Fine Dining: 23%
- National Park/Monuments: 22%
- Art Galleries: 22%
- Urban sightseeing: 21%
- Old homes/mansions: 20%
- State park/monuments: 13%

Primary Purpose of Trip

- Visit friends/family: 42%
- Business: 12%
- Other: 7%
- Pleasure/personal: 24%
- Outdoor recreation: 29%

Travel Party Spending

- $0: 1%
- $1 to less than $100: 1%
- $100 to less than $250: 19%
- $250 to less than $500: 12%
- $500 to less than $750: 9%
- $750 to less than $1000: 9%
- $1000+: 29%

Travel Party Origin by State

- VA: 28%
- NY: 9%
- MD: 8%
- CA: 6%
- NC: 5%
- NJ: 4%
- FL: 4%
- CA: 3%
- SC: 3%

Travel Party Origin by DMA

- Washington, DC (Hagerstown): 15%
- New York: 9%
- Richmond-Petersburg: 7%
- Norfolk-Portsmouth-Newport News: 6%
- Roanoke-Lynchburg: 4%
- Philadelphia: 4%
- Baltimore: 4%
- Charlotte: 2%
- Los Angeles: 2%
- Boston (Manchester): 2%

Planning Time

- 74% Travel by owned auto or rental cars
- 17% Travel by plane

Planning Sources

- Search engine: 28%
- Use information from friends and relatives: 21%
- Travel provider website (airline, hotel etc.): 15%
- Destination website: 19%
- Online full service website (Expedia, Travelocity etc.): 12%

Month of Travel

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

Arts & Culture Travel Profile to Virginia

Includes activities of art galleries, historic sites/churches, museums, musical theater, and music performances, symphony/orchestras/operas, theater/broadway, native American ruin/rock art, local/folk art/crafts or musical performances/shows.