Art & Culture

Average travel party spending:

- $909 per trip
- 3.2 Nights

Primary Purpose of Trip

- 42% Visit friends/relatives
- 24% Entertainment/Sightseeing
- 12% Other pleasure/personal
- 7% Outdoor recreation
- 5% Business
- 4% Personal/business
- 3% Other

Travel Party Spending

- $0 1%
- $1 to less than $100 29%
- $100 to less than $250 19%
- $250 to less than $500 15%
- $500 to less than $750 9%
- $750 to less than $1000 9%
- $1000+ 25%

Top Activities

- Historic Sites/Churches 52%
- Museums 45%
- Shopping 32%
- Visiting relatives 23%
- Fine Dining 23%
- National Park/Monuments 22%
- Art Galleries 22%
- Urban sightseeing 21%
- Old homes/mansions 20%
- State park/Monuments 13%

Travel Party Origin by State

- VA 28%
- NY 9%
- MD 8%
- GA 7%
- CA 6%
- NC 5%
- NJ 4%
- FL 4%
- WA 4%
- SC 3%

Planning Sources

- 31% Use information from friends and relatives
- 28% Search engine
- 19% Destination website
- 15% Travel provider website (airline, hotel, etc.)
- 12% Online full service website (Expedia, Travelocity, etc.)

Planning Time

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

Month of Travel

- January 3%
- February 6%
- March 10%
- April 10%
- May 10%
- June 10%
- July 10%
- August 10%
- September 7%
- October 10%
- November 3%
- December 3%

33% consider visiting Virginia less than a month before their visit.
43% decide visiting Virginia less than a month before their visit.