### Average travel party spending:

- **$930** per trip
- **3.9 Nights**

### Primary Purpose of Trip

- Personal business: 51%
- Business: 11%
- Other pleasure/personal: 14%
- Entertainment/lights/Lightingseeing: 15%
- Outdoor recreation: 4%
- Visit friends/relatives: 2%
- Other: 1%

### Travel Party Spending

<table>
<thead>
<tr>
<th>Spending Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0</td>
<td>11%</td>
</tr>
<tr>
<td>$1 to less than $100</td>
<td>13%</td>
</tr>
<tr>
<td>$100 to less than $250</td>
<td>16%</td>
</tr>
<tr>
<td>$250 to less than $500</td>
<td>18%</td>
</tr>
<tr>
<td>$500 to less than $750</td>
<td>16%</td>
</tr>
<tr>
<td>$750 to less than $1000</td>
<td>6%</td>
</tr>
<tr>
<td>$1000+</td>
<td>31%</td>
</tr>
</tbody>
</table>

### Travel Party Origin by State

- VA: 30%
- NY: 11%
- MD: 9%
- FL: 8%
- NC: 7%
- NJ: 5%
- SC: 3%
- WV: 3%
- MA: 3%
- CA: 3%

### Travel Party Origin by DMA

- Washington, DC (Hagerstown): 16%
- Richmond-Petersburg: 12%
- New York: 11%
- Roanoke-Lynchburg: 10%
- Baltimore: 9%
- Philadelphia: 8%
- Norfolk-Portsmouth-Newport News: 8%
- Watertown: 7%
- Boston (Manchester): 7%
- Charlotte: 6%

### Average Age

- **44**

### Average household income

- **$100K or more**: 2.7%
- **$75K to less than $100K**: 3.5%
- **$50K to less than $75K**: 13.2%
- **$25K to less than $50K**: 23%
- **$10K to less than $25K**: 33.4%
- **Less than $10K**: 22%

### Planning Sources

- Search engine: 40%
- Destination website: 14%
- Online full service website (Expedia, Travelocity, etc.): 16%

### Planning Time

- 34% consider visiting Virginia less than a month before their visit
- 42% decide visiting Virginia less than a month before their visit

### Month of Travel

- January: 3%
- February: 3%
- March: 7%
- April: 7%
- May: 7%
- June: 5%
- July: 5%
- August: 8%
- September: 18%
- October: 11%
- November: 6%
- December: 8%

### Travel by

- Own car: 87%
- Rental car: 7%
- Plane: 3%

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