Beach

Average travel party spending:

- $930
- 3.9 Nights

Top Activities

- Shopping: 35%
- Visiting relatives: 28%
- Fine Dining: 26%
- Rural sightseeing: 23%
- Historic Sites/Churches: 22%
- Visiting friends: 20%
- Museums: 19%
- State Park/Monuments: 16%
- Theme/Amusement parks: 14%
- Gardens: 14%

Primary Purpose of Trip

- Visit friends/relatives: 51%
- Business: 5%
- Other: 14%
- Entertainment/Sightseeing: 15%
- Other: 11%
- Outdoor recreation: 1%

Travel Party Spending

- $0
- $1 to less than $10: 1%
- $10 to less than $25: 14%
- $25 to less than $50: 26%
- $50 to less than $75: 18%
- $75 to less than $100: 15%
- $100+: 5%

Travel Party Origin

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

Planning Sources

- Search engine: 35%
- Online full-service website (Expedia, Travelocity, etc.): 16%
- Use information from friends and relatives: 40%
- Destination website: 14%
- Social media: 14%

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: 4%
- March: 8%
- April: 10%
- May: 7%
- June: 8%
- July: 10%
- August: 13%
- September: 11%
- October: 10%
- November: 5%
- December: 4%

Travel by

- Car: 87% Travel by owned auto or rental cars
- Plane: 7% Travel by plane

Source: TNS - TravelTraq America, FY2019 (N=256)