Average travel party spending:

- $932 per trip
- 2.8 Nights

**Top Activities**

- Fine Dining: 15%
- Shopping: 14%
- Historic Sites/Churches: 10%
- Museums: 10%
- Urban sightseeing: 8%
- State park/Monuments: 7%
- Nationalpark/Monuments: 7%
- Visiting friends: 7%
- Art galleries: 6%
- Gardens: 5%

**Primary Purpose of Trip**

- Employee Training/Seminar: 15%
- Conference/TradeShow: 15%
- Convention/TradeShow: 15%
- Internal Business Meeting: 9%
- Client or Customer Meeting: 7%
- Sales/Marketing: 6%
- Other General Business: 5%

**Travel Party Spending**

- $0: 5%
- $1 to less than $100: 16%
- $100 to less than $250: 24%
- $250 to less than $500: 13%
- $500 to less than $750: 13%
- $750 to less than $1000: 10%
- $1000+: 2%

**Travel Party Origin by State**

- VA: 32%
- NC: 11%
- PA: 7%
- CA: 5%
- MO: 5%
- NY: 4%
- TX: 4%
- GA: 3%
- SC: 3%
- MI: 3%

**Travel Party Origin by DMA**

- Washington, DC (Hagerstown): 15%
- Richmond-Petersburg: 7%
- Roanoke-Lynchburg: 7%
- Norfolk-Portsmouth-Newport News: 5%
- Philadelphia: 5%
- New York: 4%
- Columbia, GA: 3%
- Minneapolis-St. Paul: 3%
- Charlotte: 2%
- Baltimore: 2%
- San Francisco-Oakland-San Jose: 2%

**Planning Time**

- 49% consider visiting Virginia less than a month before their visit
- 51% decide visiting Virginia less than a month before their visit

**Use information from friends and relatives.**

**Planning Sources**

- Travel Providor Website: 20%
- Search engine: 16%
- Corporate travel tool: 11%
- Corporate travel department: 18%
- Travel provider website (airline, hotel etc.): 20%

**Month of Travel**

- January: 3%
- February: 4%
- March: 4%
- April: 11%
- May: 12%
- June: 8%
- July: 1%
- August: 3%
- September: 3%
- October: 8%
- November: 9%
- December: 11%

**Travel by plane**

- 59%

**Business Travel Profile to Virginia**

Source: TNS - TravelTrackAmerica, FY2019 (N=347)