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%
National park/Monuments 7%
Visiting friends 7%
Art galleries 6%
Gardens 5%

Primary Purpose of Trip

Client or Customer Meeting 15%
Internal Operations 15%
Other General Business 24%
Sales/Marketing 4%
Business Meeting 9%
Trade show/Incentive/award 5%
Convention/Seminar 15%
Employee Training/Seminar 15%
Conference/Seminar 15%

Travel Party Spending

$0 9%
$1 to less than $100 16%
$100 to less than $250 24%
$250 to less than $500 13%
$500 to less than $750 10%
$750 to less than $1000 13%
$1000+ 16%

Travel Party Origin by State

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

Travel Party Origin by DMA

Miami metro 5%
Baltimore-Danville metro 5%
Charlotte metro 4%
Philadelphia metro 5%
Washington, DC metro 15%

Planning Sources

Travel provider website (airline, hotel etc.) 20%
Corporate travel department 18%
Search engine 16%
Use information from friends and relatives 12%

Planning Time

49% consider visiting Virginia less than a month before their visit
60% decide visiting Virginia less than a month before their visit

59% Travel by owned auto or rental cars

32% Travel by plane

Month of Travel

January 2%
February 1%
March 1%
April 1%
May 1%
June 1%
July 1%
August 1%
September 1%
October 1%
November 1%
December 1%

Virginia Is For Lovers

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