Central Virginia Region

Average travel party spending:

- $623 per trip in Virginia
- 2.6 Nights per trip

Top Activities:
- Visiting relatives: 28%
- Shopping: 23%
- Historic sites/Churches: 18%
- Rural sightseeing: 14%
- Museums: 13%
- Visiting friends: 13%
- Fine dining: 12%
- State parks/Monuments: 9%
- Urban sightseeing: 9%
- National parks/Monuments: 9%

Primary Purpose of Trip:

- Visit friends/relatives: 47%
- Business: 13%
- Other pleasure/personal: 14%
- Entertainment/sightseeing: 9%
- Outdoor recreation: 5%
- Other: 5%

Travel Party Spending:

- $ to less than $100: 21%
- $100 to less than $250: 23%
- $250 to less than $500: 28%
- $500 to less than $750: 7%
- $750 to less than $1000: 3%
- $1000+: 3%

Travel Party Origin by State:

- VA: 43%
- NC: 8%
- MD: 7%
- PA: 6%
- NY: 5%
- FL: 3%
- TX: 3%
- SC: 2%
- GA: 2%

Planning Sources:

- 18% Search engine
- 12% Destination website
- 9% Travel provider website (airlines, hotels, rental car etc.)
- 29% Use information from friends and relatives

Planning Time:

- 40% consider visiting Virginia less than a month before their visit
- 55% decide visiting Virginia less than a month before their visit

Month of Travel:

- January: 1%
- February: 1%
- March: 2%
- April: 5%
- May: 8%
- June: 10%
- July: 10%
- August: 9%
- September: 8%
- October: 7%
- November: 6%
- December: 5%

Top 10 States Plan to Visit for Leisure in Next 2 Years

- Virginia: 44%
- Florida: 30%
- South Carolina: 29%
- New York: 23%
- Pennsylvania: 18%
- California: 17%
- Tennessee: 16%
- Maryland: 16%
- North Carolina: 15%
- Ohio: 15%

Top 10 Cities by Visit:

- Washington, DC (Hagertown) 14%
- Richmond-Hanover 12%
- Norfolk-Portsmouth-Newport News 14%
- Roanoke 10%
- New York 4%
- Philadelphia 4%
- Back Bay 3%
- Raleigh-Durham-Fayetteville 3%
- Greensboro-High Point-Winston-Salem 3%
- Charlotte 2%

Travel by plane: 85%
Travel by personal auto or rental car: 7%