Average travel party spending:

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

Top Activities:
- Visiting relatives: 28%
- Shopping: 23%
- Historic sites/Churches: 16%
- Rural sightseeing: 14%
- Museums: 13%
- Visiting friends: 13%
- Fine dining: 12%
- State parks/Monuments: 9%
- Urban sightseeing: 9%
- National parks/Monuments: 9%

Travel Party by DMA:
- Washington, DC (Hagerstown): 21%
- Raleigh-Durham (Fayetteville): 19%
- Greensboro-High Point-Winston-Salem: 16%
- Charlotte: 15%

Average Age: 46

Primary Purpose of Trip:
- Visit friends/relatives: 47%
- Business: 13%
- Personal business: 11%
- Other pleasure/personal: 14%
- Entertainment/sightseeing: 10%
- Other: 9%
- Outdoor recreation: 6%

Travel Party Spending:
- $0 to $250: 14%
- $250 to $500: 13%
- $500 to $750: 12%
- $750 to $1000: 5%
- $1000+: 7%

Planning Sources:
- Search engine: 18%
- Destination website: 12%
- Travel provided website (airlines, hotels, rental car etc): 9%
- Word of mouth: 29%

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

Top 10 States Plan to Visit for Leisure in Next 2 Years:
- Virginia: 44%
- Florida: 30%
- South Carolina: 18%
- Pennsylvania: 17%
- California: 16%
- Tennessee: 16%
- New York: 23%
- Washington: 26%
- Maryland: 27%
- North Carolina: 29%