Average travel party spending:

- **$694 per trip in Virginia**
- **2.8 Nights per trip**

Top Activities:

- **Visiting relatives** 29%
- **Shopping** 26%
- **Beach** 21%
- **Historic sites/Churches** 20%
- **Fine dining** 15%
- **Museums** 15%
- **Rural sightseeing** 12%
- **Visiting friends** 12%
- **Theme/Amusement park** 11%
- **Urban sightseeing** 10%

Primary Purpose of Trip

- **Visit friends/family** 43%
- **Business** 10%
- **Personal/pleasure** 13%
- **Other/pleasure/personal** 12%
- **Outdoor recreation** 10%
- **Entertainment/sightseeing** 10%

Travel Party Spending

- **$1 to less than $50** 5%
- **$50 to less than $100** 8%
- **$100 to less than $200** 13%
- **$200 to less than $500** 20%
- **$500 to less than $1000** 19%
- **$1000 or more** 14%

Travel Party Origin by State

- **Virginia** 20%
- **North Carolina** 19%
- **Pennsylvania** 16%
- **New York** 12%
- **Georgia** 11%
- **Florida** 11%
- **Ohio** 10%
- **New Jersey** 9%
- **Maryland** 9%
- **Michigan** 9%

Planning Time

- 43% consider visiting Virginia less than a month before their visit
- 52% decide visiting Virginia less than a month before their visit

Planning Sources

- **Search engine** 22%
- **Travel provider website (with affiliated hotel, etc.)** 13%
- **Destination website** 11%
- **Use information from friends and relatives** 29%

Month of Travel

- **January** 6%
- **February** 7%
- **March** 6%
- **April** 6%
- **May** 7%
- **June** 7%
- **July** 7%
- **August** 6%
- **September** 6%
- **October** 7%
- **November** 6%
- **December** 6%

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

- **Virginia** 44%
- **Florida** 30%
- **Washington, DC** 26%
- **New York** 25%
- **Maryland** 24%
- **Tennessee** 17%
- **Pennsylvania** 16%
- **California** 16%
- **Texas** 14%
- **New Jersey** 14%

Top 10 Most Visited Cities

- **Virginia Beach** 44%
- **Norfolk** 17%
- **Chesapeake** 15%
- **Hampton** 13%
- **Williamsburg** 12%
- **Richmond** 11%
- **Charlottesville** 10%
- **Alexandria** 9%
- **Roanoke** 8%
- **Chesapeake** 8%