Craft Beer

Average travel party spending:

- $902 per trip
- 3.7 Nights

Top Activities:

- Historic Sites/Churches: 37%
- Shopping: 34%
- Fine Dining: 28%
- Rural sightseeing: 24%
- Visiting relatives: 24%
- Museums: 23%
- National Park/Monuments: 20%
- State Park/Monuments: 19%
- Beach: 16%

Primary Purpose of Trip:

- Visit friends/relatives: 40%
- Business: 13%
- Personal business: 16%
- Other/pleasure/personal: 18%
- Entertainment/Aightseeing: 10%
- Other: 1%

Travel Party Spending:

- $0
- $1 to less than $100: 3%
- $100 to less than $250: 8%
- $250 to less than $500: 12%
- $500 to less than $750: 11%
- $750 to less than $1000: 7%
- $1000+: 29%

Travel Party Origin by State:

- VA: 36%
- NY: 11%
- NJ: 9%
- MO: 8%
- PA: 7%
- NC: 4%
- MI: 3%
- FL: 3%
- DE: 3%
- NM: 2%

Travel Party Origin by DMA:

- Washington, DC (Hagerstown): 16%
- Richmond-Petersburg: 16%
- New York: 11%
- Philadelphia-Watertown: 7%
- Norfolk-Portsmouth-Newport News: 6%
- Roanoke-Lynchburg: 4%
- Baltimore: 3%
- Detroit: 2%
- Albuquerque-Santa Fe: 2%

Planning Sources:

- Own experience: 43%
- Search engine: 26%
- Travel provider website (airline, hotel etc.): 16%
- Travel review sites (TripAdvisor, YELP etc.): 15%

Planning Time:

- 38% consider visiting Virginia less than a month before their visit
- 46% decide visiting Virginia less than a month before their visit

Month of Travel:

- January: 4%
- February: 7%
- March: 4%
- April: 7%
- May: 4%
- June: 7%
- July: 13%
- August: 13%
- September: 4%
- October: 4%
- November: 4%
- December: 7%

Planning by own auto or rental cars: 82%

Travel by plane: 14%