Craft Beer Travel Profile to Virginia

- **Average travel party spending:** $902 per trip
- **3.7 Nights**
- **Top Activities**
  - Historic Sites/Churches: 37%
  - Shopping: 34%
  - Wine tasting/Winery tour: 32%
  - 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%
  - Entertainment/lightseeing: 18%
  - Other/pleasure/personal: 16%
  - Outdoor recreation: 10%
- **Travel Party Spending**
  - $1 to less than $100: 0%
  - $100 to less than $250: 19%
  - $250 to less than $500: 19%
  - $500 to less than $750: 12%
  - $750 to less than $1000: 11%
  - $1000+: 29%
- **Travel Party Origin by State**
  - VA: 36%
  - NY: 11%
  - NJ: 9%
  - MD: 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: 10%
  - 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**
  - 82% Travel by owned auto or rental cars
  - 14% Travel by plane

**Month of Travel**
- January: 7%
- February: 7%
- March: 7%
- April: 7%
- May: 7%
- June: 7%
- July: 7%
- August: 7%
- September: 7%
- October: 7%
- November: 7%
- December: 7%

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