Average travel party spending:

- $106 per trip

Top Activities

- Visiting relatives 20%
- Shopping 19%
- Visiting Friends 10%
- Rural sightseeing 7%
- Historic Sites/Churches 6%
- Sports events (Spectator) 5%
- Urban Sightseeing 4%
- Fine Dining 4%
- Museums 3%
- Wildlife viewing 3%

Primary Purpose of Trip

- Visit friends/relatives 36%
- Outdoor recreation 16%
- Entertainment/lightseeing 14%
- Other pleasure/personal 10%
- Business 6%
- Other 6%

Travel Party Spending

- $0 - 8%
- $1 to less than $100 - 59%
- $100 to less than $250 - 27%
- $250 to less than $500 - 4%
- $500 to less than $750 - 2%
- $750 to less than $1000 - 2%
- $1000+ - Less than 0.5%

Travel Party Origin by State

- VA 70%
- MD 9%
- NC 4%
- WV 3%
- PA 2%
- DC 1%
- SC 1%
- KY 1%
- TN 1%
- DE 1%

Planning Sources

- Own experience 34%
- Search engine 10%
- Destination website 5%
- Friends and relatives 16%
- Other 3%

Month of Travel

- January 7%
- February 6%
- March 7%
- April 8%
- May 8%
- June 8%
- July 8%
- August 8%
- September 8%
- October 9%
- November 9%
- December 11%

Planning Time

- 79% consider visiting Virginia less than a month before their visit
- 83% decide visiting Virginia less than a month before their visit

Travel party size

- 61% Married
- 24% Traveling with Children
- 2.3 Average travel party size

Annual household income of $100K or more

- 30%

Average Age: 49

Source: TNS - TravelTrackAmerica, FY2019 (N=593)