Day Travel Profile to Virginia

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%

Primary Purpose of Trip

- Visit friends/relatives: 36%
- Outdoor recreation: 7%
- Entertainment/nightlife: 11%
- Business: 10%
- Other: 16%

Travel Party Spending

- $0
- $1 to less than $100: 6%
- $100 to less than $250: 27%
- $250 to less than $500: 12%
- $500 to less than $750: 4%
- $750 to less than $1000: 2%
- $1000+: Less than 0.5%

Travel Party Origin by State

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

Planning Sources

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

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 Origin by DMA

- Washington, DC (Hagerstown): 27%
- Richmond-Petersburg: 17%
- Roanoke-Sylva: 17%
- Norfolk-Portsmouth-Newport News: 14%
- Tri-Cities TNA: 5%
- Raleigh-Durham (Fayetteville): 4%
- Greensboro-High Point-Winston-Salem: 2%
- Philadelphia: 2%
- Baltimore: 2%
- Charlottesville: 2%

Month of Travel

- January: 7%
- February: 6%
- March: 6%
- April: 7%
- May: 8%
- June: 9%
- July: 8%
- August: 8%
- September: 6%
- October: 9%
- November: 11%
- December: 12%

Travel by owned auto or rental cars: 95%