**Average travel party spending:**

- **$806 per trip**
- **3.1 Nights**

**Top Activities**

- Shopping: 54%
- Fine Dining: 33%
- Historic Sites/Churches: 24%
- Museums: 19%
- Visiting friends / relatives: 20%
- Rural sightseeing: 16%
- Urban sightseeing: 14%
- National Park/Monuments: 13%
- Beach: 13%

**Entertainment & Amusement**

- **47%** Visit friends / relatives
- **15%** Business
- **16%** Personal business
- **12%** Other / pleasure / personal
- **5%** Outdoor recreation
- **4%** Entertainment / sightseeing

**Planning Sources**

- **43%** Own experience
- **22%** Search engine
- **15%** Travel provider website (airline, hotel etc.)
- **13%** Use information from friends and relatives
- **11%** Online full service website (Expedia, Travelocity etc.)

**Travel Party Origin by DMA**

- **Washington, DC (Hagerstown)**: 18%
- **New York**: 8%
- **Richmond-Petersburg**: 8%
- **Norfolk-Portsmouth-Newport News**: 10%
- **Raleigh-Durham (Fayetteville)**: 5%
- **Philadelphia**: 4%
- **Baltimore**: 3%
- **Charlotte**: 2%
- **Tri-Cities, TN-VA**: 2%

**Primary Purpose of Trip**

- **47%** Visit friends / relatives
- **15%** Business
- **16%** Personal business
- **12%** Other / pleasure / personal
- **4%** Outdoor recreation
- **4%** Entertainment / sightseeing

**Travel Party Spending**

- **$0**: 1%
- **$1 to less than $100**: 1%
- **$500 to less than $750**: 14%
- **$750 to less than $1,000**: 9%
- **$1,000+**: 24%
- **$1 to less than $100**: 2%
- **$250 to less than $500**: 20%
- **$500 to less than $750**: 20%
- **$750 to less than $1,000**: 14%
- **$1,000+**: 20%

**Average Age**: 46

**Planning Time**

- 40% consider visiting Virginia less than a month before their visit
- 50% decide visiting Virginia less than a month before their visit

**Month of Travel**

<table>
<thead>
<tr>
<th>Month</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors</td>
<td>6%</td>
<td>3%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>7%</td>
<td>7%</td>
<td>1%</td>
</tr>
</tbody>
</table>

**Travel by own car or rental cars**

- 82%

**Travel by plane**

- 13%