Average travel party spending:
- $806 per trip
- 3.1 Nights

Primary Purpose of Trip
- Visit friends/relatives: 47%
- Business: 6%
- Other: 18%
- Entertainment/ Sightseeing: 18%
- Other pleasure/personal: 6%
- Outdoor recreation: 2%

Top Activities
- Shopping 54%
- Fine Dining 33%
- Historic Sites/Churches 24%
- Museums 19%
- Visiting friends 17%
- Rural sightseeing 16%
- Urban sightseeing 14%
- National Park/ Monuments 13%
- Beach 13%

Travel Party Spending
- $0 1%
- $1 to less than $100 2%
- $100 to less than $250 20%
- $250 to less than $500 20%
- $500 to less than $750 14%
- $750 to less than $1000 9%
- $1000+ 24%

Travel Party Origin by State
- VA 31%
- NC 9%
- MD 8%
- NY 6%
- PA 7%
- NJ 4%
- SC 3%
- FL 3%
- TX 3%
- Other 31%

Average Age: 46
- 18-24 10%
- 25-34 22%
- 35-44 16%
- 45-54 11%
- 55-64 18%
- 65+ 16%

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

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
- January: 11%
- February: 11%
- March: 11%
- April: 9%
- May: 11%
- June: 11%
- July: 11%
- August: 10%
- September: 7%
- October: 7%
- November: 7%
- December: 3%

Travel by plane: 82%
Travel by owned auto or rental cars: 13%