Average travel party spending:

- **2.5 Nights**
- **$522 per trip**

Top Activities:
- Visiting relatives: 28%
- Shopping: 21%
- Historic Sites/Churches: 15%
- Museums: 13%
- Rural sightseeing: 12%
- National Park/Monuments: 9%
- Urban sightseeing: 8%
- Beach: 6%

Primary Purpose of Trip:
- Visit friends/relatives: 50%
- Other personal/pleasure: 12%
- Entertainment sightseeing: 13%
- Business: 11%
- Other: 3%
- Outdoor recreation: 7%

Travel Party Spending:
- $0:
- $1 to less than $100: 3%
- $100 to less than $250: 18%
- $250 to less than $500: 13%
- $500 to less than $750: 3%
- $750 to less than $1000: 14%
- $1000+: 16%

Travel Party Origin by State:
- VA: 34%
- MD: 11%
- NC: 10%
- NY: 8%
- PA: 6%
- FL: 3%
- NJ: 3%
- SC: 2%
- TN: 2%
- CA: 2%

Planning Sources:
- Search engine: 28%
- Destination website: 17%
- Travel provider website (airline, hotel, etc.): 11%
- Online full service website (Expedia, Travelocity, etc.): 6%

Planning Time:
- 45% consider visiting Virginia less than a month before their visit.
- 53% decide visiting Virginia less than a month before their visit.

Month of Travel:
- November: 15%
- December: 13%
- October: 12%
- September: 11%
- August: 10%
- July: 9%
- June: 8%
- May: 6%
- April: 4%
- March: 3%
- February: 2%
- January: 1%

Travel Provider:
- 10% Travel by plane
- 82% Travel by owned auto or rental cars

Month of Travel by DMA:
- Washington, DC (Hagerstown): 16%
- Richmond-Petersburg: 11%
- Norfolk-Portsmouth-Newport News: 6%
- New York: 6%
- Roanoke-Symthubury: 5%
- Baltimore: 4%
- Philadelphia: 3%
- Raleigh-Durham (Fayetteville): 3%
- Greensboro-High Point-Winston-Salem: 2%
- Charlotte: 2%

Average Age: 46

Annual household income of 100K or more: 39%

Married: 58%

Traveling with Children: 22%

Average travel party size: 2.5

Source: TNS - TravelTrackAmerica, FY2019 (N=826)