Fall Season

Average travel party spending:
- $522 per trip
- 2.5 Nights

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

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

Travel Party Spending
- $0: 3%
- $1 to less than $100: 16%
- $100 to less than $250: 20%
- $250 to less than $500: 18%
- $500 to less than $750: 13%
- $750 to less than $1000: 5%
- $1000+: 14%

Travel Party Origin by State
- VA: 34%
- MD: 11%
- NC: 10%
- NY: 8%
- PA: 8%
- FL: 7%
- NJ: 3%
- SC: 3%
- TX: 2%
- CA: 2%

Planning Sources
- 28% Search engine
- 17% Use information from friends and relatives
- 11% Travel provider website (airline, hotel, etc.)
- 9% Destination website
- 6% Online full service website (Expedia, Travelocity, etc.)

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
- 39% August
- 17% November
- 16% October
- 14% July
- 13% April
- 12% May
- 11% June
- 10% March
- 9% February
- 8% January

Travel by
- 82% owned auto or rental cars
- 10% plane
- 2% bus
- 2% train
- 1% cruise
- 1% other

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