Family Fun

Average travel party spending:

- $746 per trip
- 2.4 Nights

Top Activities

- Shopping: 23%
- Visiting relatives: 20%
- Museums: 16%
- Historic Sites/Churches: 15%
- Visiting friends: 13%
- Fine Dining: 11%
- National Park/Monuments: 10%
- Urban sightseeing: 10%
- Beach: 10%
- Theme/Amusement parks: 9%

Primary Purpose of Trip

- Visit friends/relatives: 41%
- Outdoor recreation: 10%
- Business: 13%
- Entertainment/Sightseeing: 16%
- Other/pleasure/personal: 12%
- Other: 3%

Travel Party Spending

- $0: 5%
- $1 to less than $100: 21%
- $100 to less than $250: 17%
- $250 to less than $500: 9%
- $500 to less than $750: 9%
- $750 to less than $1000: 16%
- $1000+: 20%

Travel Party Origin by State

- VA: 37%
- NC: 10%
- MD: 8%
- PA: 7%
- NY: 4%
- WV: 4%
- GA: 3%
- TX: 3%
- OH: 2%

Planning Sources

- 74% Married
- 66% Traveling with Children
- 47% Annual household income of $100k or more

Use information from friends and relatives.

Planning Time

- 21% Search engine
- 11% Destination website
- 12% Online full-service website (Expedia, Travelocity etc.)
- 12% Use information from friends and relatives.

Month of Travel

- January: 6%
- February: 7%
- March: 6%
- April: 8%
- May: 7%
- June: 6%
- July: 3%
- August: 12%
- September: 14%
- October: 8%
- November: 6%
- December: 6%

Travel by owned auto or rental cars: 85%
Travel by plane: 10%

Source: TNS - TraveltrakAmerica, FY2019 (N=1970)
Includes families with children under 18 years.

FAMILY FUN TRAVEL PROFILE TO VIRGINIA

Virginia is for lovers.