Family Fun Travel Profile to Virginia

Includes families with children under 18 years.

**Primary Purpose of Trip**

- **Visit friends/relatives**: 41%
- **Outdoor recreation**: 10%
- **Business**: 13%
- **Personal business**: 12%
- **Other personal**: 16%
- **Other pleasure/entertainment/ sightseeing**: 5%
- **Other**: 3%

**Average travel party spending:**

- **$746 per trip**
- **2.4 Nights**

**Average travel party size**: 66% traveling with children

**Planning Sources**

- Use information from friends and relatives: 29%
- Search engine: 21%
- Online full-service website (Expedia, Travelocity etc): 12%
- Destination website: 12%
- Other: 11%

**Month of Travel**

- **January**: 12%
- **February**: 10%
- **March**: 13%
- **April**: 12%
- **May**: 8%
- **June**: 7%
- **July**: 4%
- **August**: 6%
- **September**: 6%
- **October**: 7%
- **November**: 10%
- **December**: 8%

**Planning Time**

- 85% travel by owned auto or rental cars
- 10% travel by plane

**Average Age**: 40

**Average household income of 100K or more**: 47%

**Married**: 74%

**Travelling party origin**

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

- **Destination DMA**
  - Washington, DC (Hagersstown): 20%
  - Richmond-Petersburg: 8%
  - Norfolk-Portsmouth-Newport News: 7%
  - Philadelphia: 5%
  - New York: 4%
  - Raleigh-Durham (Pittsfield): 4%
  - Roanoke-Lynchburg: 4%
  - Baltimore: 4%
  - Charlotte: 3%
  - Clarksville-Weston: 2%

**Top Activities**

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

**Travel party origin by state**

- **Average annual household income of 100K or more**: 47%

**AVG. Age**: 40

45% consider visiting Virginia less than a month before their visit
56% decide visiting Virginia less than a month before their visit

**Search engine**

- 21%
- 11%
- 12%
- 12%
- 29%
- OTHERS

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**Virginia is for Lovers**