FOODIES TRAVEL PROFILE TO VIRGINIA
Source: TNS - TravelTrakAmerica, FY2019 (N=579)
Includes activities of fine dining, wine tasting, winery tour, craft breweries and distillery tours.

Average travel party spending:
- $913 per trip
- 3.3 Nights

Top Activities
- Fine Dining 73%
- Shopping 38%
- Historic Sites/Churches 32%
- Visiting relatives 29%
- Museums 22%
- Craft breweries 22%
- Wine tasting/Winery tour 21%
- Rural sightseeing 19%
- Visiting friends 18%
- Urban sightseeing 17%

Planning Sources
- Own experience 44%
- Search engine 27%
- Travel provider website (online full service) 16%
- Destination website 13%
- Online full service website (Expedia, Travelocity etc.) 11%

Planning Time
- 33% consider visiting Virginia less than a month before their visit
- 46% decide visiting Virginia less than a month before their visit

Travel Party Spending
- $0 less than $0.5
- $1 to less than $100
- $100 to less than $250
- $250 to less than $500
- $500 to less than $750
- $750 to less than $1000
- $1000+

Travel Party Origin by State
- VA 27%
- NY 11%
- PA 9%
- NC 7%
- MD 7%
- WV 7%
- FL 3%
- CA 3%
- OH 2%
- MI 2%

Travel Party Origin by DMA
- Washington, DC (Hagerstown) 16%
- New York 11%
- Richmond-Petersburg 11%
- Philadelphia 9%
- Norfolk-Portsmouth-Newport News 6%
- Raleigh-Durham (Fayetteville) 5%
- Roanoke-Lynchburg 4%
- Baltimore 3%
- Pittsburgh 2%
- Atlanta 2%

Monte of Travel
- January 6%
- February 5%
- March 12%
- April 7%
- May 7%
- June 7%
- July 7%
- August 7%
- September 7%
- October 4%
- November 8%
- December 8%

76% Travel by owned auto or rental cars
17% Travel by plane

Virginia is For Lovers