Average travel party spending:
$913
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%

Primary Purpose of Trip
- Visit friends/relatives: 49%
- Business: 11%
- Entertainment/nightlife: 16%
- Other personal/pleasure: 14%
- Outdoor recreation: 5%

Travel Party Origin by State
- VA: 27%
- NY: 17%
- PA: 13%
- MD: 7%
- NC: 7%
- NJ: 5%
- WV: 5%
- FL: 3%
- CA: 3%
- OH: 2%

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

Planning Sources
- Own experience: 44%
- Search engine: 27%
- Travel provider website (Expedia, Travelocity): 16%
- Use information from friends and relatives: 36%
- Online full service website (Expedia, Travelocity): 13%
- Destination website: 11%

Planning Time
- 33% consider visiting Virginia less than a month before their visit
- 44% decide visiting Virginia less than a month before their visit

Month of Travel
- January: 6%
- February: 7%
- March: 7%
- April: 7%
- May: 6%
- June: 7%
- July: 7%
- August: 7%
- September: 7%
- October: 7%
- November: 9%
- December: 8%

Foodies

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