**Friends & Family Travel Profile to Virginia**

Includes primary purpose of visiting friends & relatives.

**Primary Purpose of Trip**

- 100% Visit friends/relatives

**Average party spending:**

- $451 per trip
- 2.7 Nights

**Top Activities**

- Visiting relatives: 46%
- Shopping: 23%
- Visiting friends: 20%
- Fine Dining: 13%
- Historic Sites/Churches: 12%
- Museums: 11%
- Rural sightseeing: 10%
- Beach: 8%
- Family reunion: 8%
- Urban sightseeing: 8%

**Travel Party Origin by State**

- Virginia: 32%
- North Carolina: 31%
- Maryland: 7%
- New York: 7%
- Pennsylvania: 6%
- Florida: 6%
- New Jersey: 5%
- South Carolina: 3%
- West Virginia: 3%
- California: 3%

**Travel Party Origin by DMA**

- Washington, DC (Hagerstown): 16%
- Richmond-Petersburg: 8%
- New York: 8%
- Roanoke-Lynchburg: 6%
- Norfolk-Portsmouth-Newport News: 6%
- Philadelphia: 4%
- Baltimore: 4%
- Charlotte: 3%
- Raleigh-Durham (Fayetteville): 2%
- Greensboro-High Point-Winston-Salem: 2%

**Average Age: 47**

**Average party size: 33%**

- Annual household income of $100K or more: 23%
- Married: 60%
- Traveling with Children: 23%
- Use information from friends and relatives: 36%
- Search engine: 12%
- Travel provider website (airline, hotel etc.): 7%
- Online full service website (Expedia, Travelocity etc.): 5%

**Planning Time**

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

**Month of Travel**

- January: 5%
- February: 5%
- March: 7%
- April: 9%
- May: 9%
- June: 9%
- July: 9%
- August: 9%
- September: 7%
- October: 9%
- November: 9%
- December: 12%

**Travel by own auto or rental cars:** 85%

**Travel by plane:** 11%

**Use information from friends and relatives:** 36%