**History**

Average travel party spending:
- **$1,079** per trip
- **3.5 Nights**

**Primary Purpose of Trip**
- **Visit friends/relatives**: 40%
- **Business**: 8%
- **Personal business**: 14%
- **Other pleasure/personal**: 16%
- **Outdoor recreation**: 7%
- **Entertainment/sightseeing**: 26%

**Travel Party Spending**
- **$0**
- **$1 to less than $100**: 9%
- **$100 to less than $250**: 11%
- **$250 to less than $500**: 15%
- **$500 to less than $750**: 18%
- **$750 to less than $1000**: 10%
- **$1000+**: 9%

**Top Activities**
- **Historic Sites/Churches**: 89%
- **Museums**: 45%
- **Shopping**: 34%
- **Urban sightseeing**: 26%
- **State park/monuments**: 25%
- **Rural sightseeing**: 24%
- **Visiting relatives**: 23%

**Travel Party Origin by State**
- **Virginia**: 23%
- **Maryland**: 8%
- **Florida**: 6%
- **North Carolina**: 4%
- **New York**: 3%

**Planning Sources**
- **Use information from friends and relatives**: 40%
- **Search engines**: 35%
- **Travel provider website (airline, hotel etc.)**: 24%
- **Online full service website (Expedia, Travelocity etc.)**: 17%
- **Own experience**: 13%

**Planning Time**
- **23% consider visiting Virginia less than a month before their visit**
- **38% decide visiting Virginia less than a month before their visit**

**Planning Source**
- **Source**: TNS - TravelTrack America, FY2019 (N=558)
- **Includes activities of historic sites/churches and old homes/mansions**

**Visit Virginia**

**Average travel party size**: 63%
**Married**

**Average travel party size**: 29%
**Traveling with Children**

**Average Age**: 48

**Month of Travel**
- **January**: 2%
- **February**: 3%
- **March**: 9%
- **April**: 13%
- **May**: 12%
- **June**: 10%
- **July**: 35%
- **August**: 43%
- **September**: 9%
- **October**: 9%
- **November**: 7%
- **December**: 9%

**Travel by owned auto or rental cars**: 71%
**Travel by plane**: 19%