**History**

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

**Top Activities**
- Historic Sites/Churches: 89%
- Museums: 45%
- Shopping: 34%
- Old homes/Mansions: 34%
- National Park/Monuments: 31%
- Fine dining: 28%
- Urban sightseeing: 26%
- State park/Monuments: 25%
- Rural sightseeing: 24%
- Visiting relatives: 25%

**Primary Purpose of Trip**
- Visit friends/relatives: 40%
- Business: 7%
- Other personal: 14%
- Other: 1%
- Entertainment (sightseeing): 26%
- Outdoor recreation: 7%

**Travel Party Spending**
- Less than $10: 5%
- $1 to less than $50: 11%
- $50 to less than $100: 15%
- $100 to less than $250: 18%
- $250 to less than $500: 18%
- $500 to less than $750: 10%
- $750 to less than $1,000: 6%
- $1,000+: 9%

**Travel Party Origin by State**
- VA: 23%
- MD: 9%
- NY: 8%
- PA: 8%
- CA: 6%
- NC: 5%
- FL: 4%
- TX: 4%
- GA: 3%

**Planning Sources**
- Own experience: 40%
- Search engines: 35%
- Destination website: 24%
- Online full service website (Expedia, Travelocity, etc.): 13%
- Travel provider website (airline, hotel, etc.): 17%
- Use information from friends and relatives: 33%

**Planning Time**
- 29% consider visiting Virginia less than a month before their visit
- 38% decide visiting Virginia less than a month before their visit

**Travel by owned auto or rental car**
- 71%

**Travel by plane**
- 19%

**Month of Travel**

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<thead>
<tr>
<th>Month</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
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<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
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<th>November</th>
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<tbody>
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<td>Percentage</td>
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