**LGBT TRAVEL PROFILE TO VIRGINIA**

Source: TNS - Traveltrakamerica, FY2019 (N=180)

**Average travel party spending:**
- $487 per trip
- 2.7 Nights

**Top Activities**
- Shopping: 20%
- Visiting friends: 19%
- Fine dining: 16%
- Historic Sites/Churches: 16%
- Visiting relatives: 15%
- Museums: 14%
- Urban sightseeing: 10%
- Art galleries: 10%
- National Park/Monuments: 8%
- Old homes/Mansions: 8%

**Travel Party Spending**

<table>
<thead>
<tr>
<th>Spending Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0</td>
<td>12%</td>
</tr>
<tr>
<td>$1 to less than $100</td>
<td>21%</td>
</tr>
<tr>
<td>$100 to less than $250</td>
<td>14%</td>
</tr>
<tr>
<td>$250 to less than $500</td>
<td>8%</td>
</tr>
<tr>
<td>$500 to less than $750</td>
<td>4%</td>
</tr>
<tr>
<td>$750 to less than $1000</td>
<td>6%</td>
</tr>
<tr>
<td>$1000+</td>
<td>5%</td>
</tr>
</tbody>
</table>

**Primary Purpose of Trip**

- Outdoor recreation: 42%
- Other pleasures/personal: 14%
- Business: 14%
- Sightseeing: 12%
- Entertainment: 6%
- Other: 4%

**Travel Party Origin by State**

- VA: 36%
- NC: 14%
- MD: 8%
- NY: 8%
- DC: 6%
- MA: 4%
- FL: 3%
- NJ: 3%
- PA: 3%
- SC: 2%

**Travel Party Origin by DMA**

- Washington, DC (Hagerstown): 18%
- Richmond-Petersburg: 16%
- New York: 11%
- Norfolk-Portsmouth-Newport News: 6%
- Tri-Cities, TN-VA: 4%
- Greensboro-High Point-Winston Salem: 3%
- Charlotte: 3%
- Philadelphia: 3%
- Boston (Manchester): 3%

**Planning Sources**

- Search engine: 28%
- Use information from friends and relatives: 16%
- Travel provider website (airline, hotel, etc.): 7%
- Online full service website (Expedia, Travelocity etc.): 7%

**Planning Time**

- 49% consider visiting Virginia less than a month before their visit
- 57% decide visiting Virginia less than a month before their visit

**Travel by plane**

- 10% Travel by plane

**Travel party size**

- Married: 26%
- Traveling with Children: 17%

**Average travel party size**: 2.3

**Average Age**: 38

**Month of Travel**

- January: 4%
- February: 4%
- March: 3%
- April: 1%
- May: 1%
- June: 0%
- July: 0%
- August: 14%
- September: 4%
- October: 0%
- November: 0%
- December: 8%

**Travel by owned auto or rental cars**

- 75%