Average travel party spending: $487 per trip

2.7 Nights

Top Activities

- Shopping: 20%
- Visiting friends: 19%
- Historic Sites/Churches: 16%
- Visiting relatives: 16%
- Museums: 14%
- Urban sightseeing: 12%
- Art galleries: 10%
- National Park/Monuments: 9%
- Old homes/Mansions: 9%

Primary Purpose of Trip

- Visit friends/relatives: 42%
- Outdoor recreation: 12%
- Entertainment/Sightseeing: 11%
- Business: 9%
- Other/pleasure/personal: 6%
- Personal business: 4%
- Other: 3%

Travel Party Spending

- $0: 7%
- $1 to less than $100: 14%
- $100 to less than $250: 14%
- $250 to less than $500: 8%
- $500 to less than $750: 4%
- $750 to less than $1000: 5%
- $1000+: 3%

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%
- Baltimore: 6%
- Norfolk-Portsmouth-Newport News: 6%
- Tri-Cities, TN-VA: 4%
- Greensboro-High Point-Winston-Salem: 4%
- Charlotte: 3%
- Philadelphia: 3%
- Boston (Manchester): 3%

Planning Sources

- Search engine: 16%
- Travel provider website (airline, hotel etc.): 13%
- Use information from friends and relatives: 28%

Planning Time

- 49% consider visiting Virginia less than a month before their visit
- 57% decide visiting Virginia less than a month before their visit
- 75% Travel by own car or rental cars
- 10% Travel by plane

Month of Travel

- January: 4%
- February: 3%
- March: 7%
- April: 7%
- May: 7%
- June: 6%
- July: 10%
- August: 5%
- September: 5%
- October: 4%
- November: 0%
- December: 0%

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