Average travel party spending:

- $549 per trip
- 2.5 Nights

Primary Purpose of Trip

- Visit friends/relatives: 60%
- Entertainment/sightseeing: 16%
- Other pleasurable personal: 16%
- Outdoor recreation: 8%

Top Activities

- Visiting relatives: 31%
- Shopping: 23%
- Historic Sites/Churches: 17%
- Visiting friends: 15%
- Museums: 14%
- Fine Dining: 13%
- Rural sightseeing: 12%
- National Park/Monuments: 10%
- Beach: 9%
- Urban sightseeing: 9%

Travel Party Spending

- $0: 8%
- $1 to less than $100: 25%
- $100 to less than $250: 22%
- $250 to less than $500: 14%
- $500 to less than $750: 12%
- $750 to less than $1000: 11%
- $1000+: 10%

Travel Party Origin by State

- VA: 34%
- NC: 16%
- MD: 9%
- PA: 7%
- NY: 6%
- NJ: 4%
- FL: 3%
- SC: 3%
- WV: 3%
- CA: 2%

Travel Party Origin by DMA

- Washington, DC (Hagerstown): 18%
- Richmond-Petersburg: 9%
- New York: 7%
- Norfolk-Portsmouth-Newport News: 7%
- Roanoke-Southwest VA: 5%
- Philadelphia: 5%
- Baltimore: 4%
- Raleigh-Durham (Fayetteville): 3%
- Charlotte: 2%
- Greensboro-High Point-Winston-Salem: 2%

Planning Time

- 44% consider visiting Virginia less than a month before their visit
- 53% decide visiting Virginia less than a month before their visit

Planning Sources

- Search engine: 30%
- Destination website: 17%
- Travel provider website (airline, hotel etc.): 10%
- Online full service website (Expedia, Travelocity etc.): 9%
- Use information from friends and relatives: 10%

Month of Travel

- January: 9%
- February: 10%
- March: 11%
- April: 10%
- May: 9%
- June: 8%
- July: 8%
- August: 10%
- September: 9%
- October: 10%
- November: 9%
- December: 8%

- 85% travel by owned auto or rental cars
- 9% travel by plane

Use Virginia for Love

LEISURE TRAVEL PROFILE TO VIRGINIA
Source: TNS - TravelTrackAmerica, FY2019 (N=2,621)