**Libations**

**Average travel party spending:**
- **$771**
- 3.5 Nights

**Top Activities**
- Craft breweries: 58%
- Wine tasting/winery tour: 57%
- Historic sites/churches: 34%
- Shopping: 31%
- Fine Dining: 27%
- Rural sightseeing: 26%
- Visiting relatives: 26%
- Museums: 20%
- Visiting friends: 17%
- State Park/Monuments: 16%
- Distilleries: 10%

**Travel Party Origin by State**
- VA 30%
- NY 17%
- MD 15%
- PA 9%
- NJ 6%
- NC 5%
- WV 3%
- FL 3%
- MI 2%
- D.C. 2%

**Travel Party Origin by DMA**
- Washington, DC (Hagerstown) 19%
- New York 12%
- Richmond-Petersburg 11%
- Philadelphia 7%
- Norfolk-Portsmouth-Newport News 6%
- Roanoke-Lynchburg 4%
- Baltimore 4%
- Watertown 3%
- Pittsburgh 3%
- Charlotte 2%

**Planning Sources**
- Own experience: 43%
- Search engine: 28%
- Travel provider website (airline, hotel etc.): 15%
- Use information from friends and relatives: 13%
- Destination website: 13%

**Planning Time**
- 35% consider visiting Virginia less than a month before their visit
- 44% decide visiting Virginia less than a month before their visit

**Month of Travel**
- January: 5%
- February: 6%
- March: 7%
- April: 10%
- May: 10%
- June: 11%
- July: 15%
- August: 16%
- September: 19%
- October: 17%
- November: 11%
- December: 9%

**Travel by plane**
- 14%

**Travel by owned auto or rental cars**
- 82%