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%

Primary Purpose of Trip

Visit friends/relatives 46%
Business 11%
Other pleasure/personal 16%
Entertainment/sightseeing 15%
Other 9%
Outdoor recreation 2%

Travel Party Spending

|$1 to less than $100
10|
|$100 to less than $250
37|
|$250 to less than $500
28|
|$500 to less than $750
10|
|$750 to less than $1000
10|
|$1000+
5|

Travel Party Origin by DMA

Washington, DC (Hagerstown) 19%
New York 12%
Richmond-Petersburg 11%
Philadelphia 7%
Norfolk-Portsmouth-Newport News 5%
Roanoke-Lynchburg 4%
Baltimore 4%
Watertown 3%
Pittsburgh 3%
Charlotte 2%

Travel Party Origin by State

VA 30%
NY 11%
MD 9%
PA 9%
NJ 6%
NC 5%
WV 3%
FL 3%
MI 2%
D.C. 2%

Planning Sources

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

Planning Time

82% Travel by owned auto or rental cars
14% Travel by plane

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 12% 9%
February 14% 11%
March 16% 10%
April 22% 7%
May 27% 4%
June 22% 6%
July 14% 3%
August 9% 1%
September 11% 6%
October 11% 9%
November 14% 2%
December 12% 9%

Source: TNS - TravelTrackAmerica; FY2019 (N=214) includes activities of craft breweries, distilleries, and wine tasting/winery tour.