MUSIC TRAVEL PROFILE TO VIRGINIA

Source: TNS - TravelTrakAmerica, FY2019 (N=157)
Includes activities of musical performance/show, musical theater, and symphony/opera/concert.

Average travel party spending:
- $879 per trip
- 2.7 Nights

Top Activities
- Musical performance/show: 51%
- Musical theater: 36%
- Historic Sites/Churches: 26%
- Museums: 25%
- Shopping: 24%
- Symphony/opera/concert: 20%
- Fine Dining: 19%
- Visiting relatives: 18%
- Rural/Urban sightseeing: 17%
- Theater/drama: 13%

Primary Purpose of Trip
- Visit friends/relatives: 34%
- Business: 13%
- Other pleasure/personal: 11%
- Entertainment/Sightseeing: 11%
- Other: 8%
- Outdoor recreation: 6%

Travel Party Spending
- $0: 3%
- $1 to less than $100: 9%
- $100 to less than $250: 24%
- $250 to less than $500: 26%
- $500 to less than $750: 26%
- $750 to less than $1000: 24%
- $1000+: 3%

Planning Sources
- Search engine: 20%
- Destination website: 18%
- Travel provider websites (airline, hotel, etc.): 16%
- TV: 14%

Planning Time
- 33% consider visiting Virginia less than a month before their visit
- 44% decide visiting Virginia less than a month before their visit

Average Age: 47

Married: 52%
Traveling with Children: 21%

Average travel party size: 2.7

Married: 52%
Traveling with Children: 21%

Use information from friends and relatives: 24%

TV: 14%
Destination website: 18%
Travel provider websites (airline, hotel, etc.): 16%
Search engine: 20%

Month of Travel

Travel by owned auto or rental cars: 81%
Travel by plane: 11%