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%
- Personal business: 13%
- Other: 11%
- Other personal: 8%
- Entertainment/sightseeing: 3%
- Outdoor recreation: 8%

Travel Party Spending

- $1
- $1 to less than $100: 26%
- $100 to less than $250: 24%
- $250 to less than $500: 19%
- $500 to less than $750: 17%
- $750 to less than $1000: 13%
- $1000+: 2%

Travel Party Origin by State

- Virginia: 47%
- NY: 11%
- CA: 9%
- NC: 8%
- PA: 7%
- TX: 5%
- MD: 4%
- SC: 4%
- WA: 4%
- GA: 3%
- NJ: 3%
- TN: 2%
- WA: 2%

Travel Party Origin by DMA

- Washington, DC (Hagerstown): 20%
- Richmond-Petersburg: 15%
- Norfolk-Portsmouth-Newport News: 10%
- Roanoke-Lynchburg: 8%
- New York: 7%
- Baltimore: 4%
- Philadelphia: 3%
- Atlanta: 3%
- Albany-Schenectady-Troy: 2%
- Binghamton: 2%

Planning Sources

- Search engine: 20%
- Destination website: 18%
- Travel provider website (airline, hotel etc.): 16%
- TV: 14%
- Use information from friends and relatives: 24%

Planning Time

- 33% consider visiting Virginia less than a month before their visit
- 46% decide visiting Virginia less than a month before their visit

Month of Travel

- January: 3%
- February: 5%
- March: 8%
- April: 8%
- May: 7%
- June: 6%
- July: 5%
- August: 7%
- September: 10%
- October: 13%
- November: 6%
- December: 6%

81% Travel by owned auto or rental cars

11% Travel by plane

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