Northern Virginia Region

Average travel party spending:
- $654 per trip in Virginia
- 3.7 Nights per trip

Top Activities:
- Visiting relatives: 36%
- Shopping: 29%
- Historic sites/Churches: 22%
- Museums: 20%
- Fine dining: 19%
- Visiting friends: 18%
- Rural sightseeing: 15%
- National park/Monuments: 13%
- Urban sightseeing: 13%
- State park/Monuments: 11%

Primary Purpose of Trip
- Visit friends/family: 51%
- Business: 11%
- Other (pleasure/personal): 10%
- Entertainment/sightseeing: 8%
- Outdoor recreation: 8%
- Travel: 7%
- Other: 3%

Travel Party Spending
- $1 to less than $50: 21%
- $50 to less than $100: 21%
- $100 to less than $250: 12%
- $250 to less than $500: 6%
- $500 to less than $750: 7%
- $750 to less than $1000: 3%
- $1000+: 2%

Travel Party Origin by State
- VA: 29%
- MD: 12%
- NC: 9%
- PA: 8%
- FL: 7%
- GA: 6%
- NY: 5%
- OH: 4%
- IA: 3%
- WV: 2%

Top 10 States P l a n t o V i s i t
- For Leisure in Next 2 Years
- Virginia: 50%
- Maryland: 35%
- North Carolina: 33%
- Florida: 33%
- New York: 25%
- Pennsylvania: 24%
- South Carolina: 22%
- Georgia: 19%
- North Carolina: 18%
- Ohio: 14%

Month of Travel
- July: 19%
- August: 18%
- June: 19%
- May: 15%
- April: 13%
- March: 12%
- February: 11%
- December: 10%
- November: 9%
- October: 8%
- September: 7%

Planning Time
- 18% Plan via website
- 9% Use information from friends and relatives
- 9% Search online
- 10% Destination websites
- 32% Use information from friends and relatives
- 12% Travel provider websites (UBI, Travelocity, etc.)

Planning Sources
- Travel by plane: 80%
- Travel by owned auto or rental cars: 13%

Top 10 Most Visited Cities
- Alexandria City, Arlington, Caroline, Culpeper, Fairfax, Falls Church City, Fauquier, Fredericksburg City, Loudoun, Manassas City, Manassas Park City, Sterling

Other
- 50% Maried
- 24% Married with Children
- 18% Search online
- 12% Travel provider websites (UBI, Travelocity, etc.)
- 9% Use information from friends and relatives
- 32% Use information from friends and relatives
- 10% Destination websites
- 9% Search online
- 18% Plan via website

- 48% consider visiting Virginia less than a month before their visit
- 52% decide visiting Virginia less than a month before their visit