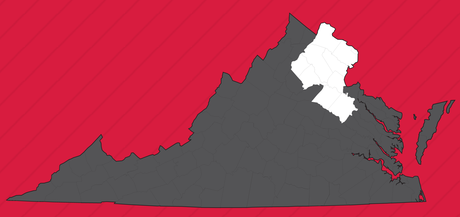
Northern Virginia Region

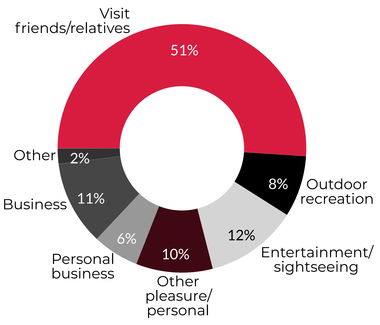


Average travel party spending:

$654
per trip in Virginia

3.7 Nights
per trip

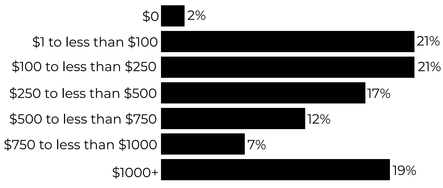
Primary Purpose of Trip



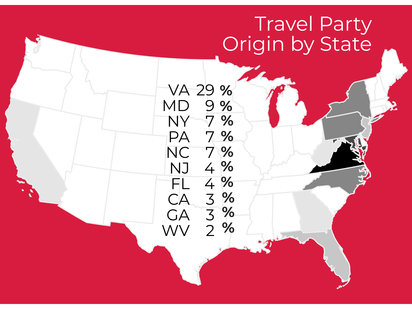
Top Activities:

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 %

Travel Party Spending



Travel Party Origin by State



Travel Party Origin by DMA

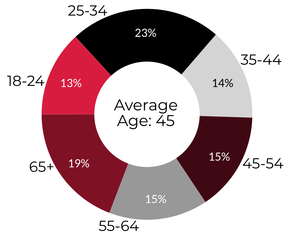
Washington, DC (Hagerstown)	21 %
Richmond-Petersburg	8 %
New York	8 %
Philadelphia	6 %
Baltimore	4 %
Norfolk-Portsmouth-Newport News	4 %
Roanoke-Lynchburg	3 %
Charlotte	3 %
Atlanta	2 %
Greenville-Spartanburg-Asheville-Anderson	2 %

58% Married

24% Traveling with Children

2.6 Average travel party size

41% Annual household income of 100K or more



Planning Sources

18% Search engine

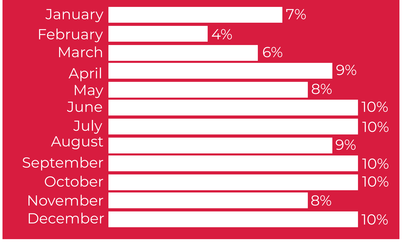
12% Travel provider website (airline, hotel, etc.)

32% Use information from friends and relatives.

10% Destination website

9%

Month of Travel



Planning Time

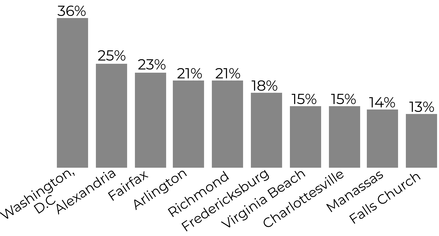
41% consider visiting Virginia less than a month before their visit

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

80% Travel by owned auto or rental cars

13% Travel by plane

Top 10 Most Visited Cities



Top 10 States Plan to Visit
for Leisure in Next 2 Years

50% Virginia	35% Maryland	33% Washington D.C.	
33% Florida	25% New York	24% North Caroline	
22% California	19% Pennsylvania	18% South Carolina	14% Georgia

NORTHERN VIRGINIA REGION TRAVEL PROFILE

Source: TNS-TravelTrakAmerica, VA Module, FY2019 (N=1,083)

Localities - Alexandria City, Arlington, Caroline, Culpeper, Fairfax, Fairfax City, Falls Church City, Fauquier, Fredericksburg City, Loudoun, Manassas City, Manassas Park City, Prince William, Rappahannock, Spotsylvania, and Stafford.

VIRGINIA IS FOR LOVERS