**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/relatives: 51%
- Business: 11%
- Personal business: 10%
- Other pleasure/personal: 12%
- Entertainment/sightseeing: 8%
- Other: 2%
- Outdoor recreation: 1%

**Travel Party Spending**
- **$1 to less than $50**
- **$50 to less than $100**
- **$100 to less than $250**
- **$250 to less than $500**
- **$500 to less than $750**
- **$750 to less than $1000**
- **$1000+**

**Planning Sources**
- **18%** Search engines
- **12%** Travel provider websites (e.g., Expedia, Hotel, etc.)
- **9%** Directories
- **10%** Destination websites
- **32%** Use information from friends and relatives.

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

**Month of Travel**
- **July**
- **June**
- **August**
- **September**
- **October**
- **November**
- **December**
- **January**
- **February**
- **March**
- **April**

**Top 10 States Plan to Visit for Leisure in Next 2 Years**
- **Virginia**: 50%
- **Florida**: 35%
- **New York**: 33%
- **California**: 33%
- **Pennsylvania**: 33%
- **North Carolina**: 22%
- **Texas**: 19%
- **South Carolina**: 18%
- **Georgia**: 14%
- **Ohio**: 13%

**Travel by plane**
- 80%

**Travel by owned auto or rental car**
- 13%

**Top 10 Most Visited Cities**
- **Virginia**: 50%
- **Florida**: 25%
- **New York**: 21%
- **California**: 18%
- **Pennsylvania**: 15%
- **North Carolina**: 15%
- **Texas**: 14%
- **Washington, D.C.**: 13%
- **Georgia**: 13%
- **Ohio**: 13%