**Overnight Travel**

Average travel party spending: **$675** per trip

**3.0 Nights**

**Top Activities**
- Visiting relatives: 28%
- Shopping: 22%
- Historic Sites/Churches: 17%
- Museums: 16%
- Fine Dining: 15%
- Visiting friends: 15%
- Rural sightseeing: 11%
- National Park/Monuments: 10%
- Urban sightseeing: 9%
- Beach: 9%

**Primary Purpose of Trip**
- Visit friends/relatives: 51%
- Business: 11%
- Personal business: 13%
- Other business: 12%
- Other pleasure/personal: 10%
- Other: 7%
- Outdoor recreation: 3%
- Entertainment/nightseeing: 2%

**Travel Party Spending**
- $0: 2%
- $1 to less than $100: 7%
- $100 to less than $250: 20%
- $250 to less than $500: 20%
- $500 to less than $750: 13%
- $750 to less than $1000: 6%
- $1000+: 19%

**Travel Party Origin by State**
- VA 28%
- NC 10%
- MD 8%
- OR 7%
- NY 7%
- NJ 7%
- CA 6%
- FL 4%
- SC 3%
- CA 3%
- GA 3%

**Travel Party Origin by DMA**
- Washington, DC (Hagerstown): 16%
- New York: 9%
- Richmond-Petersburg: 9%
- Norfolk-Portsmouth-Newport News: 8%
- Philadelphia: 6%
- Baltimore: 5%
- Roanoke-Lynchburg: 4%
- Charlotte: 2%
- Raleigh-Durham (Fayetteville): 2%
- Greensboro-High Point-Winston-Salem: 2%

**Planning Sources**
- Search engine: 18%
- Travel provider website (airline, hotel etc): 12%
- Destination website: 10%
- Online full service website (Expedia, Travelocity etc): 9%
- Use information from friends and relatives: 29%

**Planning Time**
- 38% consider visiting Virginia less than a month before their visit
- 48% decide visiting Virginia less than a month before their visit

**Travel by plane**
- 14%

**Virginia is for Lovers**

Source: TNS - Travel Trak America, FY2019 (N=2,661)