Paid Accommodations

Average travel party spending:
- $971 per trip
- 3.2 Nights

Primary Purpose of Trip
- Visit friends/relatives: 35%
- Outdoor recreation: 20%
- Entertainment/lightseeing: 8%
- Other: 3%
- Business: 16%
- Personal business: 14%
- Other pleasure/personal: 12%

Travel Party Spending
- $0
- $1 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+

Top Activities
- Shopping: 23%
- Historic Sites/Churches: 22%
- Museums: 20%
- Visiting relatives: 17%
- Fine Dining: 16%
- National Park/Monuments: 13%
- Urban/Rural/lightseeing: 12%
- Visiting friends: 12%
- Beach: 11%
- State parks/monuments: 10%

Travel Party Origin by State
- VA: 26%
- MD: 9%
- GA: 7%
- NC: 7%
- NY: 7%
- NJ: 4%
- FL: 3%
- SC: 3%
- TX: 3%
- OH: 3%

Travel Party Origin by DMA
- Washington, DC (Hagerstown): 16%
- New York: 13%
- Richmond-Petersburg: 12%
- Norfolk-Portsmouth-Newport News: 12%
- Philadelphia: 10%
- Baltimore: 9%
- Roanoke-Lynchburg: 9%
- Raleigh-Durham (Fayetteville): 8%
- Pittsburgh: 6%
- Greenville-Spartanburg-Ashville-Anderson: 2%

Planning Time
- 33% consider visiting Virginia less than a month before their visit
- 43% decide visiting Virginia less than a month before their visit

Planning Sources
- Search engine: 24%
- Travel provider website (airline, hotel, etc.): 17%
- Destination website: 15%
- Online full service website (Expedia, Travelocity, etc.): 14%
- Use information from friends and relatives: 25%

Month of Travel
- January: 4%
- February: 7%
- March: 7%
- April: 9%
- May: 9%
- June: 8%
- July: 9%
- August: 8%
- September: 10%
- October: 10%
- November: 11%
- December: 7%

Travel by owned auto or rental cars: 78%
- Travel by plane: 16%

Source: TNS - Travel Tracker America, FY2019 (N=1,469)
Includes travelers who stayed in any paid accommodation during their trip.