Paid Accommodations

Average travel party spending:

- **$971** per trip
- **3.2 Nights**

**Primary Purpose of Trip**

- Visit friends/family: 35%
- Outdoor recreation: 8%
- Business: 13%
- Entertainment/attractions: 15%
- Other personal: 20%
- Other: 3%

**Travel Party Spending**

- $0: 35%
- $1 to less than $100: 13%
- $100 to less than $250: 3%
- $250 to less than $500: 22%
- $500 to less than $750: 18%
- $750 to less than $1000: 12%
- $1000+: 20%

**Top Activities**

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

**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%

**Planning Time**

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

**Travel Party Origin by DMA**

- Washington, DC (Hagerstown): 16%
- New York: 7%
- Richmond-Petersburg: 5%
- Norfolk-Portsmouth-Newport News: 13%
- Charlotte: 8%
- Roanoke-Lynchburg: 5%
- Raleigh-Durham (Fayetteville): 3%
- Washington, PA: 2%
- Greenville-Spartanburg-Asheville-Anderson: 2%

**Use Information from Friends and Relatives**

63% Married

27% Traveling with Children

46% Annual household income of $100K or more

**Average Age**: 46

**Month of Travel**

- January: 5%
- February: 3%
- March: 1%
- April: 10%
- May: 5%
- June: 3%
- July: 13%
- August: 10%
- September: 10%
- October: 10%
- November: 7%
- December: 7%

**Travel by Plane**

78% Travel by owned auto or rental cars

16% Travel by plane

**Travel by owned auto or rental cars**

24% Search engine

14% Destination website

15% Online full service website (Expedia, Travelocity, etc.)

5% Travel provider website (airline, hotel, etc.)

7% Use information from friends and relatives

**Source**: TNS - Traveltrak America, FY2019 (N=1,469)

Includes travelers who stayed in any paid accommodation during their trip.