Average travel party spending:

$616 per trip in Virginia

3.7 Nights per trip

Primary Purpose of Trip

Outdoor recreation - 14%
See and experience - 13%
Entertainment/socializing - 13%
Other/pleasure/personal - 12%
Personal/business - 10%
Visit Friends/Relatives - 44%

Top Activities:

Shopping - 30%
Visiting relatives - 28%
Rural sightseeing - 26%
Historic sites/churches - 22%
Museums - 19%
Visiting friends - 18%
Fine dining - 16%
National park/monuments - 14%
State park/monuments - 13%
Hiking/backpacking - 12%

Travel Party Origin by State

Virginia - 23%
Pennsylvania - 9%
North Carolina - 8%
Florida - 7%
New York - 6%
South Carolina - 6%
Ohio - 5%
Michigan - 4%
California - 3%
Texas - 3%

Planning Sources

Search engine - 21%
Destination website - 12%
Travel provider website (ota, hotel, etc.) - 10%
Use information from friends and relatives - 31%

Travel Party Spending

$1 to less than $10 - 17%
$100 to less than $250 - 17%
$250 to less than $500 - 15%
$500 to less than $750 - 5%
$750 to less than $1000 - 2%
$1000 or more - 1%

Month of Travel

July - 19%
June - 15%
May - 9%
April - 9%
March - 7%
February - 7%
January - 7%
August - 1%
September - 1%
December - 5%

Planning Time

43% consider visiting Virginia less than a month before their visit
52% decide visiting Virginia less than a month before their visit

6% Travel by plane
87% Travel by owned or rented cars

Top 10 Most Visited Cities

Virginia - 25%
Washington DC - 21%
Florida - 19%
North Carolina - 18%
Pennsylvania - 18%
New York - 18%
California - 18%
South Carolina - 18%
Tennessee - 18%
Maryland - 15%

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

Virginia - 45%
Florida - 31%
Pennsylvania - 28%
New York - 18%
California - 18%
South Carolina - 18%
Maryland - 18%
Tennessee - 18%
North Carolina - 15%
Pennsylvania - 14%

SHENANDOAH VALLEY REGION TRAVEL PROFILE

Source: TNS-TravelTrendsAmerica, VA Module, FY2019 (N=147)

Locales: Augusta, Rockbridge County, Blue Ridge, Harrisonburg City, Lexington City, Roanoke, Rockbridge County, Shenandoah, Staunton City, Warren, Waynesboro City and Winchester City

VIRGINIA IS FOR LOVERS