Average travel party spending:
- $632 per trip in Virginia
- 3.2 Nights per trip

Top Activities:
- Visiting relatives: 35%
- Shopping: 32%
- Historic sites/Churches: 22%
- Rural sightseeing: 20%
- Museums: 19%
- Fine dining: 19%
- Urban sightseeing: 17%
- Visiting friends: 15%
- State park/Monuments: 14%

Travel Party Origin by State:
- VA: 35%
- NC: 33%
- TX: 33%
- MO: 24%
- FL: 23%
- PA: 23%
- CA: 21%
- IL: 20%
- OH: 20%
- MD: 19%
- NY: 18%
- CO: 16%

Planning Sources:
- Search engine: 16%
- Destination website: 12%
- Social media: 9%
- Use information from friends and relatives: 29%
- Use information from travel reviews: 15%

Planning Time:
- 43% consider visiting Virginia less than 1 month before their visit
- 56% decide visiting Virginia less than a month before their visit

Month of Travel:
- January: 9%
- February: 10%
- March: 14%
- April: 17%
- May: 17%
- June: 17%
- July: 17%
- August: 17%
- September: 17%
- October: 14%
- November: 13%
- December: 13%

Travel Party Origin by DMA:
- Washington, DC (Silver Spring): 14%
- Baltimore-Washington: 14%
- Norfolk-Portsmouth-Newport News: 13%
- Raleigh-Durham: 12%
- Charlotte: 12%
- New York: 11%
- Philadelphia: 11%
- Atlanta: 11%
- Chicago: 10%
- Boston: 9%

Top 10 Most Visited Cities:
- VA: 33%
- NC: 25%
- FL: 24%
- CA: 24%
- IL: 23%
- TX: 21%
- CO: 21%
- OH: 18%
- NY: 17%
- MA: 17%

Primary Purpose of Trip:
- Visit friends/relatives: 50%
- Business: 14%
- Pleasure/personal: 12%
- Romantic: 8%
- Entertainment/sightseeing: 8%
- Other: 7%

Travel Party Spending:
- $1 to less than $10: 3%
- $10 to less than $25: 8%
- $25 to less than $50: 16%
- $50 to less than $75: 21%
- $75 to less than $100: 14%
- $100+: 12%

Average Age: 45

Top 10 States Plan to Visit:
- Virginia: 47%
- North Carolina: 31%
- Florida: 25%
- South Carolina: 20%
- New York: 19%
- Tennessee: 18%
- California: 17%
- Pennsylvania: 15%
- Texas: 14%
- Ohio: 13%

Travel by plane: 86%
Travel by owned auto or rental cars: 5%