Southwest Virginia Region

Average travel party spending:

- $587 per trip in Virginia
- 3.4 Nights per trip

Top Activities:

- Shopping: 32%
- Visiting relatives: 31%
- Rural sightseeing: 22%
- Historic sites/Centers: 16%
- Fine dining/Museums: 16%
- Visiting friends: 15%
- State park/Monuments: 13%
- Hiking/Backpacking: 12%
- Urban sightseeing: 11%

Travel Party Spending:

- Visit friends/relatives: 47%
- Business: 10%
- Other/pleasure/personal: 13%
- Entertainment/sightseeing: 12%
- Other: 2%

Primary Purpose of Trip

- $0 to less than $100: 30%
- $100 to less than $250: 23%
- $250 to less than $500: 19%
- $500 to less than $750: 16%
- $750 to less than $1000: 11%
- $1000+: 9%

Travel Party Origin by DMA

- Washington, DC (Hagerstown): 16%
- Roanoke-Lynchburg: 10%
- Tri-Cities, TN-VA: 6%
- Richmond-Petersburg: 6%
- New York: 5%
- Norfolk-Portsmouth-Newport News: 5%
- Philadelphia: 4%
- Greensboro-High Point-Winston-Salem: 4%
- Charlotte: 3%
- Bluefield-Beckley-Oak Hill: 3%

Travel Party Origin by State

- VA: 38%
- NC: 8%
- MD: 6%
- PA: 6%
- NY: 4%
- WV: 4%
- SC: 3%
- FL: 3%
- NJ: 3%
- GA: 3%

Average Age of Trip: 44

Annual household income of 100K or more: 2.8%

Average travel party size: 2.8

Married: 63%

Planning Sources

- Use Information From friends and relatives: 31%
- Virginia Destination website: 18%
- Online full service travel website (Expedia etc): 12%
- Search engine: 11%

Month of Travel

- January: 6%
- February: 4%
- March: 5%
- April: 7%
- May: 6%
- June: 6%
- July: 6%
- August: 5%
- September: 4%
- October: 10%
- November: 8%
- December: 9%

Top 10 Most Visited Cities

- Blacksburg: 24%
- Roanoke: 21%
- Richmond: 20%
- Virginia Beach: 18%
- Charlottesville: 17%
- Harrisonburg: 16%
- Cumberland Gap: 16%
- Bristol: 15%
- Fairfax: 14%
- Greensboro: 14%

Top 10 States Plan to Visit

- Virginia: 45%
- Florida: 30%
- Maryland: 30%
- North Carolina: 25%
- Tennessee: 22%
- Pennsylvania: 17%
- New York: 16%
- South Carolina: 15%
- West Virginia: 14%
- Washington, DC: 14%

Planning Time

- 86% Travel by owned auto or rental cars
- 6% Travel by plane

Use information from friends and relatives.

Top 10 States Plan to Visit

- For leisure in next 2 years

Southwest Virginia Region Travel Profile

Source: TNS-TravelTrakAmerica, VA Module, FY2019 (N=673)