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/Churches: 16%
- Fine dining: 16%
- Visiting friends: 15%
- State park/Monuments: 13%
- Hiking/Backpacking: 12%
- Urban sightseeing: 11%

Primary Purpose of Trip

- Visit friends/family: 47%
- Business: 12%
- Other/pleasure/personal: 12%
- Entertainment/sightseeing: 10%
- Outdoor recreation: 9%

Travel Party Spending

- $1 to less than $50: 12%
- $50 to less than $100: 15%
- $100 to less than $250: 23%
- $250 to less than $500: 29%
- $500 to less than $750: 14%
- $750 to less than $1000: 7%
- $1000 or more: 2%

Travel Party Origin by State

- Virginia: 43%
- North Carolina: 15%
- Pennsylvania: 15%
- Maryland: 13%
- West Virginia: 8%
- Other: 4%

Travel Party Origin by DMA

- Richmond: 16%
- Charleston: 15%
- Charlotte: 15%
- Philadelphia: 11%
- Washington: 11%
- Raleigh: 10%
- Hartford: 9%
- New York: 5%
- Miami: 4%
- Boston: 4%
- Other: 29%

Primary Purpose of Trip

- Visit friends/family: 47%
- Business: 12%
- Other/pleasure/personal: 12%
- Entertainment/sightseeing: 10%
- Outdoor recreation: 9%

Month of Travel

- June: 14%
- May: 11%
- July: 9%
- April: 9%
- September: 8%
- August: 8%
- October: 7%
- March: 6%
- February: 6%
- January: 6%
- November: 6%
- December: 5%

Planning Sources

- Online full-service travel website (Expedia, etc.): 18%
- Use information from friends relations: 12%
- Destination website: 11%
- Personal: 9%
- Other: 31%

Planning Time

- 48% consider visiting Virginia less than a month before their visit
- 52% decide visiting Virginia less than a month before their visit

Top 10 Most Visited Cities

- 24% Charlotte
- 21% Raleigh
- 19% Springfield
- 18% Roanoke
- 18% Greenville
- 16% Norfolk
- 15% Richmond
- 14% Greensboro
- 14% Nashville
- 13% Charlotte

Top 10 States to Visit

- 45% Virginia
- 30% Florida
- 30% North Carolina
- 25% Tennessee
- 22% Maryland
- 21% Washington
- 20% South Carolina
- 19% New York
- 17% Pennsylvania
- 15% Ohio

SOUTHWEST VIRGINIA REGION TRAVEL PROFILE

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