**SPORTS, RECREATION & OUTDOORS TRAVEL PROFILE TO VIRGINIA**

Includes activities of biking, fishing, golf, horseback riding, hunting, major sports events, minor league sports, bowling, museums, snow sports other than skiing or snowmobiling, tennis, college football games, beach, bird watching, camping, caverns, gardens, nature travel/ecotouring, state/national park, wildlife viewing.

**Average travel party spending:**
- $918 per trip
- 3.3 Nights

**Primary Purpose of Trip**
- Visit friends/relatives: 46%
- Outdoor recreation: 12%
- Entertainment/nightlife: 19%
- Business: 13%
- Personal/business: 7%
- Other/pleasure/personal: 1%

**Top Activities**
- Historic Sites/Churches: 30%
- National parks/Monuments: 28%
- Shopping: 28%
- Museums: 26%
- Beach: 25%
- Visiting relatives: 24%
- Rural sightseeing: 22%
- Fine Dining: 18%
- Urban sightseeing: 17%

**Travel Party Spending**
- $0 to less than $50: 28%
- $50 to less than $100: 24%
- $100 to less than $250: 18%
- $250 to less than $500: 14%
- $500 to less than $750: 7%
- $750 to less than $1000: 3%
- $1000+: 1%

**Planning Sources**
- Own experience: 42%
- Search engine: 27%
- Travel provider website (airline, hotel etc.): 13%
- Online full service website (Expedia, Travelocity etc.): 12%
- Destination website: 17%
- Use information from friends and relatives: 35%

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

**Month of Travel**
- January: 5%
- February: 7%
- March: 6%
- April: 8%
- May: 10%
- June: 11%
- July: 14%
- August: 11%
- September: 11%
- October: 8%
- November: 7%
- December: 2%

**Travel Party Origin by DMA**
- Washington, DC (Hagerstown): 15%
- New York: 9%
- Richmond-Petersburg: 7%
- Norfolk-Portsmouth-Newport News: 6%
- Philadelphia: 5%
- Roanoke-Lynchburg: 5%
- Raleigh-Durham (Fayetteville): 2%
- Charlotte: 2%
- Harrisburg-Lancaster-Lebanon York: 2%

**Use information from friends and relatives.**

**Average Age:** 46

**Average travel party size:** 2.9

**Married:** 64%

**Traveling with Children:** 34%

**Annual household income of 100K or more:** 41%

**Average travel party size:** 2.9

**Average Age:** 46

**Travel by owned auto or rental cars:** 79%

**Travel by plane:** 13%