Vanilla Icebatz

Average travel party spending:

- **$918 per trip**

**3.3 Nights**

**Top Activities**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Historic Sites/Churches</td>
<td>30%</td>
</tr>
<tr>
<td>National parks/Monuments</td>
<td>28%</td>
</tr>
<tr>
<td>Shopping</td>
<td>28%</td>
</tr>
<tr>
<td>Museums</td>
<td>26%</td>
</tr>
<tr>
<td>Beach</td>
<td>25%</td>
</tr>
<tr>
<td>State parks/Monuments</td>
<td>24%</td>
</tr>
<tr>
<td>Visiting relatives</td>
<td>24%</td>
</tr>
<tr>
<td>Rural sightseeing</td>
<td>22%</td>
</tr>
<tr>
<td>Fine Dining</td>
<td>18%</td>
</tr>
<tr>
<td>Urban sightseeing</td>
<td>17%</td>
</tr>
</tbody>
</table>

**Source**: TNS - TravelTrack America, FY 2019 (N = 1,031)

**Travel Party Spending**

- **$1 to less than $100**: 7%
- **$100 to less than $250**: 18%
- **$250 to less than $500**: 14%
- **$500 to less than $750**: 7%
- **$750 to less than $1,000**: 28%
- **$1,000+**: 14%

**Planning Sources**

- **42%** Own experience
- **27%** Search engine
- **17%** Destination website
- **13%** Travel provider website (airline, hotel etc.)
- **12%** Online full service website (Expedia, Travelocity etc.)

**Average Age**: 46

**Married**: 64%

**Traveling with Children**: 34%

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

**Average travel party size**: 2.9

**Planning Time**

- 79% Travel by owned auto or rental car
- 13% Travel by plane

**Month of Travel**

- **January**: 6%
- **February**: 7%
- **March**: 14%
- **April**: 17%
- **May**: 11%
- **June**: 9%
- **July**: 8%
- **August**: 7%
- **September**: 17%
- **October**: 14%
- **November**: 18%
- **December**: 9%

**Travel Party Origin by State**

- VA 29%
- MD 8%
- NY 8%
- PA 7%
- NC 7%
- CA 4%
- NJ 4%
- NV 4%
- TX 4%
- SC 3%

**Travel Party Origin by DMA**

- Washington, DC (Hagerstown) 15%
- New York 13%
- Richmond-Petersburg 7%
- Norfolk-Portsmouth-Newport News 6%
- Philadelphia 5%
- Roanoke-Lynchburg 5%
- Baltimore 5%
- Raleigh-Durham (Fayetteville) 2%
- Charlotte 2%
- Harrisburg-Lancaster-Lebanon York 2%

**Sports, Recreation & Outdoors**

- National parks/Monuments
- Caverns, gardens, nature travel/outdoor
- State/national park, wildlife viewing
- Snowmobiling, tennis, college sporting events
- Beach, bird watching, camping
- Snowmobiling, skiing, other winter sports
- Inclines biking, fishing, golf, horseback riding, hunting, major sports events, museums, visiting, theme parks, indoor sports other than skiing or snowboarding, tennis, college/bowling, more than 200 other activities
- Caverns, gardens, nature travel/outdoor, state/national park, wildlife viewing