Spring Season

Average travel party spending:

- **$554** per trip
- **2.2 Nights**

Top Activities

- Visiting relatives: 26%
- Shopping: 24%
- Historic Sites/Cathedrals: 18%
- Museums: 17%
- Fine Dining: 13%
- Visiting friends: 11%
- National Park/Monuments: 11%
- Urban sightseeing: 10%
- State Park/Monuments: 9%
- Rural sightseeing: 9%

Primary Purpose of Trip

- Visit friends/relatives: 45%
- Outdoor recreation: 12%
- Entertainment/Shopping: 11%
- Business: 10%
- Personal business: 9%
- Other pleasure/personal: 6%
- Other: 2%

Travel Party Spending

- **$1 to less than $100**: 2%
- **$100 to less than $250**: 25%
- **$250 to less than $500**: 22%
- **$500 to less than $750**: 16%
- **$750 to less than $1000**: 12%
- **$1000+**: 5%

Planning Sources

- Search engine: 13%
- Destination website: 10%
- Travel provider website (online hotel etc): 10%
- Online full service website (Expedia, Travelocity etc): 8%
- Use information from friends and relatives: 26%

Planning Time

- 46% consider visiting Virginia less than a month before their visit
- 53% decide visiting Virginia less than a month before their visit

Month of Travel

- January: 12%
- February: 15%
- March: 12%
- April: 14%
- May: 16%
- June: 20%
- July: 22%
- August: 24%
- September: 26%
- October: 30%
- November: 31%
- December: 34%

Travel by

- auto or rental cars: 82%
- plane: 11%

S P R I N G  T R A V E L  P R O F I L E  T O  V I R G I N I A
Source: TNS - TravelTrendsAmerica, P2019 (N=790)

Virginia is For Lovers