**Spring Season**

**Average travel party spending:**
- $554 per trip
- 2.2 Nights

**Top Activities**
- Visiting relatives: 26%
- Shopping: 24%
- Historic Sites/Churches: 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%
- Other: 3%
- Business: 16%
- Other pleasure/personal: 15%
- Entertainment/Sightseeing: 6%
- Outdoor recreation: 6%

**Travel Party Spending**
- $0: 2%
- $1 to less than $100: 25%
- $100 to less than $250: 16%
- $250 to less than $500: 12%
- $500 to less than $750: 12%
- $750 to less than $1000: 7%
- $1000+: 5%

**Travel Party Origin by State**
- VA: 37%
- NC: 9%
- MD: 8%
- NY: 6%
- PA: 5%
- SC: 4%
- NJ: 4%
- WV: 3%
- FL: 2%
- TN: 2%

**Travel Party Origin by DMA**
- Washington, DC (Hagerstown): 16%
- Norfolk-Portsmouth-Newport News: 8%
- Richmond-Petersburg: 8%
- Roanoke-Lynchburg: 8%
- New York: 8%
- Philadelphia: 4%
- Baltimore: 3%
- Tri-Cities, TN/VA: 3%
- Raleigh-Durham (Fayetteville): 2%
- Greenville-Spartanburg-Ashville-Anderson: 2%

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

**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: 12%
- March: 15%
- April: 12%
- May: 15%
- June: 11%
- July: 12%
- August: 11%
- September: 11%
- October: 11%
- November: 8%
- December: 8%

**Travel by owned auto or rental cars:** 82%

**Travel by plane:** 11%

**Spring Travel Profile to Virginia**

Source: TNS - TravelTrackAmerica, FY 2019 (N=790)