Average travel party spending:

- **$671** per trip
- **2.6 Nights**

**Top Activities**

- Visiting relatives: 23%
- Shopping: 19%
- Historic Sites/Churches: 17%
- Museums: 14%
- Fine Dining: 14%
- Beach: 14%
- Visiting friends: 13%
- Rural sightseeing: 11%
- National parks/Monuments: 11%
- State parks/Monuments: 10%

**Primary Purpose of Trip**

- Visit friends/relatives: 46%
- Outdoor recreation: 9%
- Entertainment/nightseeing: 15%
- Other pleasure/personal: 13%
- Business: 10%
- Personal business: 7%
- Other: 2%

**Travel Party Spending**

- **$0 to $100**: 4%
- **$100 to $250**: 18%
- **$250 to $500**: 21%
- **$500 to $750**: 19%
- **$750 to $1000**: 8%
- **$1000+**: 8%

**Average Age**: 46

**Planning Sources**

- Use information from friends and relatives: 27%
- Search engine: 21%
- Destination website: 9%
- Travel provider website (airline, hotel etc): 9%
- Online full service website (Expedia, Travelocity etc): 11%

**Month of Travel**

- January: 8%
- February: 5%
- March: 5%
- April: 17%
- May: 16%
- June: 16%
- July: 17%
- August: 19%
- September: 18%
- October: 16%
- November: 14%
- December: 12%

**Travel by own car or rental car**

- 83%

**Travel by plane**

- 12%