Average travel party spending:

- **$671**
- **2.6 Nights**

### Primary Purpose of Trip

- **Visit friends/relatives**: 46%
- **Outdoor recreation**: 9%
- **Entertainment/Aightseeing**: 15%
- **Other/pleasure/personal**: 11%
- **Business**: 10%
- **Other**

### Travel Party Spending

- **$0**: 4%
- **$1 to less than $100**: 21%
- **$100 to less than $250**: 17%
- **$250 to less than $500**: 17%
- **$500 to less than $750**: 8%
- **$750 to less than $1000**: 6%
- **$1000+**: 3%

### 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%

### Travel Party Origin by State

- **VA**: 33%
- **MD**: 8%
- **NC**: 8%
- **PA**: 7%
- **NJ**: 4%
- **NY**: 4%
- **FL**: 3%
- **CA**: 3%
- **MI**: 3%
- **WV**: 3%

### Travel Party Origin by DMA

- **Washington, DC (Hagerstown)**: 18%
- **Richmond-Petersburg**: 17%
- **New York**: 16%
- **Norfolk-Portsmouth-Newport News**: 15%
- **Philadelphia**: 14%
- **Roanoke-Lynchburg**: 14%
- **Baltimore**: 13%
- **Charlotte**: 13%
- **Greensboro-High Point-Winston Salem**: 12%
- **Raleigh-Durham (Fayetteville)**: 12%

### Planning Sources

- **Search engine**: 21%
- **Destination website**: 11%
- **Travel provider website (airline, hotel etc.)**: 9%
- **Online full service website (Expedia, Travelocity etc.)**: 9%

### Planning Time

- **Use information from friends and relatives**: 27%

### Month of Travel

- **January**: 18%
- **February**: 17%
- **March**: 16%
- **April**: 16%
- **May**: 16%
- **June**: 16%
- **July**: 16%
- **August**: 16%
- **September**: 12%
- **October**: 12%
- **November**: 2%
- **December**: 2%

### Planning Profile to Virginia

- **Source**: TNS - TravelTrackAmerica, FY2019 (N=995)