Top 10 States Plan to Visit
for Leisure in Next 2 Years

Virginia
Florida
North Carolina
Maryland
Washington D.C.
Tennessee
New York
South Carolina
California
North Carolina

Top 10 States Planning to Visit a State

Visit friends/relatives
Business
Other pleasure/personal
Entertainment/sightseeing
Outdoor recreation
Travel by plane
Travel by auto or rental car
Travel party size
Average travel party size
2.7

Planning Sources
Search engine
Destination website
Online full-service travel website (Expedia etc.)

Average travel party spending:
$641 per trip in Virginia
3.6 Nights per trip

Primary Purpose of Trip

Travel Party Spending

Top Activities:
Visiting relatives 32%
Shopping 32%
Historic sites/Churches 26%
Rural sightseeing 23%
Museums 19%
Visiting friends 18%
Fine dining 16%
State park/ Monteruments 16%
Urban sightseeing 13%
National park/ Monuments 12%

Travel Party Origin by State

Travel Party Origin by DMA

Month of Travel

Top 10 Most Visited Cities

Virginia Mountains Region

Average travel party spending:

Travel by plane

86%

6%

44% consider visiting Virginia less than a month before their visit.
53% decide visiting Virginia less than a month before their visit.

Use information from friends and relatives.

31%