Virginia Mountains Region

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

Top Activities:
- Visiting relatives: 32%
- Shopping: 32%
- Historic sites/Churches: 26%
- Rural sightseeing: 23%
- Museums: 19%
- Visiting friends: 18%
- Fine dining: 16%
- State park/monuments: 14%
- Urban sightseeing: 13%
- National park/monuments: 12%

Primary Purpose of Trip
- Visit friends/relatives: 48%
- Other/Pets: 17%
- Business: 15%
- Other/Pressure/personal: 14%
- Entertainment/sightseeing: 11%
- Outdoor recreation: 11%

Travel Party Origin by State
- Virginia: 35%
- North Carolina: 17%
- South Carolina: 14%
- Maryland: 14%
- Florida: 13%
- New York: 10%
- West Virginia: 10%
- Pennsylvania: 9%
- Tennessee: 9%
- California: 8%

Travel Party Origin by DMA
- Washington, DC: 17%
- Baltimore-Washington: 10%
- Norfolk-Portsmouth-Newport News: 5%
- Greensboro-High Point-Winston-Salem: 5%
- Charlotte: 3%
- Bluefield-Beckley-Oak Hill: 3%
- Richmond-Petersburg: 3%

Planning Month of Travel
- July: 11%
- June: 11%
- August: 11%
- September: 11%
- October: 11%
- November: 11%
- December: 11%
- January: 11%
- February: 11%
- March: 11%
- April: 11%

Planning Time
- 44% consider visiting Virginia less than a month before their visit
- 53% decide visiting Virginia less than a month before their visit

Top 5 Planning Sources
- Search engine: 21%
- Destination website: 13%
- Online full service travel website: 9%
- Use of information from friends and relatives: 31%
- Other: 10%

Top 10 States Plan to Visit
- Virginia: 45%
- Florida: 29%
- North Carolina: 27%
- Maryland: 24%
- Washington D.C.: 22%
- Tennessee: 20%
- South Carolina: 17%
- California: 17%
- Texas: 15%
- New York: 18%

Top 10 Most Visited Cities
- Roanoke-Lynchburg: 14%
- Richmond-Petersburg: 11%
- Norfolk-Portsmouth-Newport News: 10%
- Greensboro-High Point-Winston-Salem: 6%
- Charlotte: 5%
- Bluefield-Beckley-Oak Hill: 3%
- Richmond-Petersburg: 3%
- Norfolk-Portsmouth-Newport News: 3%
- Greensboro-High Point-Winston-Salem: 3%
- Charlotte: 3%

Travel Party Spending
- $1 to less than $10: 3%
- $10 to less than $25: 3%
- $25 to less than $50: 3%
- $50 to less than $100: 2%
- $100 or more: 1%

Top 10 U.S. Cities
- Greensboro, NC: 31%
- Roanoke, VA: 25%
- Norfolk, VA: 19%
- Richmond, VA: 15%
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- Richmond, VA: 15%
- Norfolk, VA: 15%