WINE TRAVEL PROFILE TO VIRGINIA
Source: TNS - TravelTrackAmerica, FY2019 (N=123)

Average travel party spending:
- $717 per trip
- 3.7 Nights

Top Activities
- Historic Sites/Churches: 34%
- Rural sightseeing: 33%
- Craft breweries: 32%
- Shopping: 31%
- Fine Dining: 31%
- Visiting relatives: 30%
- Museums: 20%
- State Park/Monuments: 17%
- Old homes/Mansions: 15%

Primary Purpose of Trip
- Other (2%)
- Business (14%)
- Other pleasure/personal (14%)
- Entertainment/Aightsenning (9%)
- Outdoor recreation (9%)
- Visit friends/relatives (53%)

Travel Party Origin by State
- VA: 27%
- NY: 15%
- PA: 11%
- MD: 9%
- NC: 5%
- WV: 5%
- DC: 4%
- MI: 3%
- CT: 3%
- OH: 2%

Planning Sources
- Search engine: 30%
- Travel Club (AAA): 15%
- Online full service website (Expedia, Travelocity etc.): 12%
- Use information from friends and relatives: 37%
- Own experience: 42%

Planning Time
- 27% consider visiting Virginia less than a month before their visit
- 35% decide visiting Virginia less than a month before their visit

Travel Party Origin by DMA
- Washington, DC (Hagerstown): 23%
- Richmond-Petersburg: 11%
- Philadelphia: 7%
- Norfolk-Portsmouth-Newport News: 6%
- Roanoke-Lynchburg: 4%
- Baltimore: 4%
- Pittsburgh: 3%
- Detroit: 3%

Month of Travel
- January: 8%
- February: 3%
- March: 5%
- April: 11%
- May: 10%
- June: 11%
- July: 10%
- August: 10%
- September: 10%
- October: 10%
- November: 10%
- December: 10%

Travel by owned auto or rental cars: 85%
Travel by plane: 11%